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Big Eli News

Index for Volume II

1926

Eli Bridge Co.
Jacksonville, Illinois

BIG ELI NEWS

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BIG ELI NEWS

Jacksonville, Illinois January, 1926

NEWS FROM THE RIDES

FRONT COVER

The Wheel shown on the front cover belongs to T. P. Gifford of Boone, Iowa. Mr. Gifford is a ride owner with many years experience. He and his brother have owned at different times five Merry-go-rounds and his BIG ELI Wheel was purchased in 1924.

Mr. Gifford may be seen standing near the ticket box in the foreground of the picture.

Notice the ELI Power Unit operating the BIG ELI Wheel. This is only one of the many BIG ELI Wheels operated with this practical Power outfit.

In a letter dated October 24th, Mr. Gifford says, "The BIG ELI cannot be beat. My Wheel got more money this year than the Merry-go-round at some places. The two rides broke about even on the season. I am well pleased with this season's work, and everything looks like a big one next year."

T. P. Gifford is a successful ride man, playing celebrations and fairs in the central west.

Otto Criss, Merry-go-round owner, purchased an ELI Power Unit to operate his Swing during the season of 1924. He has operated it all of this year and in a letter dated November 10th, he says. "Engine is holding fine, couldn't ask for anything nicer to handle the ride."

Mr. Criss is only one of many ride owners ready to recommend the ELI Power Unit.

In a recent conversation with A. E. Clair, BIG ELI Owner with Brown & Dyer Shows, he told us that he considered the BIG ELI Wheel the best investment among riding devices. He explained that the net profit on the investment, the upkeep and the operating expense of the BIG ELI Wheel showed better results than any other ride in his experience. We were pleased to meet Mr. Clair for the first time personally, and appreciated his unsolicited statements regarding the BIG ELI Wheel.

During the week of December 1st, more outdoor amusement men visited Chicago, than any other time in the experience of many old timers. BIG ELI exhibit booth No. 31 at National Association of Amusement Parks Convention in the Drake Hotel was a li place. We were continuously meeting friends and greeting old ones. Some of BIG ELI Wheel Owners who greeted u Chicago were: Charles Hoffman, Milwau Wis., J. W. Conklin, Moose Jaw, Canada, O. Brown, Chicago, Ill., F. E. and R. J. Gc ing, Columbus, Ohio, Hughey Bros., Chica Ill., Johnny J. Jones, Mgr. Johnny J. Jc Exposition, Dave Lachman, Mgr. Lachr Exposition Shows, W. K. Davison, Jacks ville, Ill., James W. Bowe, Chicago, Ill., St berg and Zotter, Far Rockaway, New Y Charles Miller & Wife, Chicago, Ill., C. Roth, Chippewa Lake, Ohio, and Bodnar B Chicago, Ill.

A. K. Kline greeted many old friends Chicago during the week of December The A. K. Kline Shows returned to the O door Amusement Field for the season of 19 They have operated on the Pacific Coast very good business. A. K. looked fine si his return from the ranch in New Mexico. is the owner of a No. 12 BIG ELI Wheel as w as a number of other riding devices.

J. C. Weer and wife of South Bend, In made us a social call during the Chicago Co vention. They were returning home to So Bend from an automobile trip into Colora Their report of the 1925 season was good. M and Mrs. Weer operate a BIG ELI No. Carrouselle and Chair-O-Plane at celebratio and fairs in the central west. They are su cessful ride owners. Mr. Weer got his exp ience as a BIG ELI Operator for several yea before purchasing his Wheel.

On November 23rd and 24th, we had t pleasure of a visit at the BIG ELI Facto with Mr. R. T. Dowis, of Sterling, Colo. M Dowis is a ride Owner, with many years e perience. He has made good with his Ca rouselle and BIG ELI Wheel. Mr. Dowis a W. E. Sullivan had a very interesting vis relating incidents in their years of experien in the riding device business.

We are always glad to have ride own visit the BIG ELI Factory.

WANTED

Competent BIG ELI Wheel Operator and nager. No. 16 BIG ELI Wheel is located Crystal Beach, Ontario, Canada. The ner wants a reliable experienced BIG ELI rator who can take full charge of this eel for the season of 1926. References re- ed. Address R. M. Neel, Delray, Florida. This ad is to assist Mr. Neel in securing a petent BIG ELI Operator. It is simply a erative plan to help him. We carry no ads in BIG ELI NEWS. Editor.

John R. Castle of the Morris and Castle Shows has placed an order for a set of new BIG ELI seats for the season of 1926. These will be used on the No. 5 BIG ELI Wheel gracing the Mid-Way of the Morris & Castle Shows next year. The seats will be shipped to the winter quarters of the Shows at Shreveport, La., early in the new year.

The Morris & Castle Company will play some splendid celebrations including the Western Canadian Fair Circuit for the 1926 season.

E. Z. Reading's BIG ELI No. 5

This picture shows how they attend cele- tions in Tennessee. Showing E. Z. Reading's . 5 BIG ELI Wheel at a 4th of July cele- tion in 1925. On this date the BIG ELI eel grossed $520.50. This is not a record for a BIG ELI Wheel, but is a very nice s business for July 4th.

Read more about the BIG ELI No. 5 on e 8 of this issue of BIG ELI NEWS.

During the Fair Secretaries' Meeting at the Auditorium Hotel in Chicago on December 1st, we heard Johnny J. Jones make this remark: "When the rest get what they want of the Fairs, I'll take what's left."

When the results of the Fair Secretaries Meeting became public Johnny J. Jones Exposition were again chosen for America's biggest Annual celebration at Toronto, Ontario, Canada. In addition to this, the Jones Company will play several of the big state fairs for 1926.

The ELI Power Unit is reliable power for any portable riding device. Read Page 10 of this magazine.

John Wendler

This is the first picture of John Wendler, Supt. and Vice Pres. the Allan—Herschell Company, North Tonowanda, N. Y. that we have ever had the pleasure of using in this magazine. Mr. Wendler is well known among riding device owners, as he makes many of the sales for his company. His experience in the Merry-go-round business dates back to 1889, when he was connected with the Armitage—Herschell Company. In 1900 he became a member of the Herschell-Spillman Company, and in 1915 when the Allan-Herschell Company was incorporated, Mr. Wendler, with F. W. Frische and Allan Herschell were responsible for the forming of this company.

John Wendler is Superintendent of the Allan-Herschell Factory, is a real mechanic and a fine gentleman.

Read F. W. Brooks opinion of the Power Unit on page 11.

C. O. Tarbet of Bellaire, Ohio, recently this to say about the BIG ELI Wheel and Power Unit. "I would not give the W for any ride on the road. The upkeep nothing. Previous to this, I was in the a repair business for six years, and with al my experience with different makes of mot my little friend the ELI Power Unit will ou them all. As to running hot, there is no s a word." Here is a mechanic with years experience recommending ELI Power U and the BIG ELI Wheel. Mr. Tarbet had a BIG ELI Wheel for two years.

W. H. Forsythe, ride owner of Fort Coll Colo., recently wrote us that he had closed season in Carlsbad, Mexico, and shipped ride home. He mentions the money-gett qualities of the BIG ELI Wheel, and a compliments another BIG ELI Wheel Ow on the way this owner takes care of his Wh We quote from Mr. Forsythe's letter of N 16th, 1925. "I have three rides, bought a— in July of this year. This is a pretty g ride, but does not get the money that BIG ELI gets. We were in El Paso, Tex the last week in October. Mr. Brooks had BIG ELI across the border at Jaurez, Mexi at that time. We had several good vi with him. He certainly is a fine gentlen and I think a very practical Wheel man. had his Wheel in fine shape and keeps it t way."

This is a fine spirit of cooperation in co plimenting another ride owner. We pers ally know that Mr. Brooks is a real BIG E Owner and takes splendid care of his No Wheel.

If you would know how the thought of BIG ELI Wheel first came to its inventor, E. Sullivan, read the Editorial on page 6.

Ralph H. Deering, BIG ELI Operator Long Beach, Calif. wrote us that he was e ployed by O. N. Crafts on the new No. 5 B ELI. In a letter dated November 9th, Deering says. "I am now with Mr. O.

fts who has just received his new No. 5 ELI. He has a 3½ ton Mack truck and) ft. box trailer to transport the Wheel. loaded the Wheel on truck at San Pedro, f., on Oct. 24th at 12:00 A. M. and drove niles to San Gabriel and set up to run that it. We opened to good business the first it. Twelve hours from the time the boat ved in San Pedro we were selling tickets on new BIG ELI.

ur ELI Unit is doing good work, and I 't know what I would do if I ever got on Wheel that didn't have an ELI Power Unit. ave had different kinds of gasoline engines

John C. LeMoine's Carousselle

different Wheels but have never seen any er Plant to come up with an ELI Power and I am sure strong for them."

r. R. E. Barnett, BIG ELI Owner with . McClellan Shows, visited the BIG ELI ory for a few hours on December 9th. He his BIG ELI is still getting the money the ELI Power Unit is a dandy. We yed his visit and wish he could have stayed er.

. C. Lee and wife of Hendersonville, N. olina visited with us at the Park Men's Convention in Chicago. Mr. Lee is a successful ride owner with many years experience.

This picture shows John C. Lemoine's New Spillman Carrouselle. The photograph was taken at Lake Grove Park, Auburn, Maine, during the season of 1925. The Wheel shown in the picture is not a BIG ELI. Mr. Lemoine has this to say, "I am enclosing a picture of my Merry-go-round and also_____Wheel. Wish it was a BIG ELI."

Mr. Lemoine is considering the purchase of a BIG ELI Wheel for some future date.

This is not a record breaking report but shows nice business for six days, an average of about $100.00 per day.

Monday	$ 28.50
Tuesday	176.00
Wednesday	58.80
Thursday	67.60
Friday	59.60
Saturday	206.75
Total	$597.25

We do not give the actual location of these Fairs as we wish to protect BIG ELI Owners playing them.

Volume 11 No. 1

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
R. A. YOUNG.....Vice President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

Listening in on a conversation a few days ago when two men of long experience in the riding device business were relating some of the incidents in their memory, the thought came to the writer, "Do experiences run in cycles?" I mean by this, do similar experiences in a person's life hinge one upon the other? After some serious thought upon the subject, I believe they do. Here is an example drawn from life which has helped me reach such a decision.

W. E. Sullivan has many times told me how he read in mechanical magazines of that great steel structure, The Ferris Wheel, being erected and to be operated at the World's Fair in Chicago in 1893. After considerable anxiety and work to secure the necessary finances, he was able to make the trip to Chicago. His entire mission being to see that huge mechanical structure the big Ferris Wheel. He watched it for hours. He counted passengers riding and figured the approximate gross receipts per hour on the Wheel. At once the thought came to him, why not a smaller Wheel of a portable type that would be popular with the masses? Why not take the Wheel to the people instead of bringing the people to the Wheel?

He returned home and started working plans for such a portable Wheel. Little he dream at that time how long it would ta to reach the realization of his desires for a co pletely portable BIG ELI Wheel. His fi Wheel was completed and started operati for pay on May 23, 1900. Following this spent five years continuously operating a improving BIG ELI Wheels. With the co pletion of his fourth Wheel he had an int changeable, practical, portable amuseme ride. This was in 1905. After twelve ye his dream had come true. In these days called portable rides are completed, hast tested out and put on the market in from one two years time. But do they remain per anent profit earners like the BIG ELI Wh has been?

In 1906 this company was organized a incorporated for the purpose of building a selling BIG ELI Wheels. They are m popular now than they were in 1900. Peo have become educated to riding BIG E Wheels. They know they are safe, pleas able rides. The confidence and desire patrons make the BIG ELI Wheels very p fitable to their owners.

Since 1893 W. E. Sullivan's thoughts ha been continuously on the amusement ridi device business. He has some ideas and pla regarding a new ride which will be differe from any other portable ride built. This w not be offered to the buying public until has been thoroughly tried out and is rea portable and a proven profit earner. Th like the BIG ELI Wheel, we predict it will an increasingly popular ride that will be splendid investment for purchasers.

Week of December 1st, this year, will lo live in the memory of outdoor amuseme men. The Auditorium Hotel, Chicago, I (the Portable Amusement Man's headquarte and The Drake Hotel in the same city (t Convention Headquarters of the N. A. A. were busy places during the entire we Some business was transacted, but best of was the splendid fellowship. Many old frie ships were strengthened. Many new frie were made. Now we are at home again a will long remember those hearty greetin May 1926 be a happy prosperous year for y our readers, and may we have the pleasure meeting many more of you in Chicago, t first week in December 1926.

BIG ELI TALKS

AS this is the time of year when many are placing orders for riding devices, and orders for BIG ELI Wheels are received, we have many inquiries regarding the finishing of BIG ELI Seats. There is probably no more appropriate time to show you pictures of the two nishes for BIG ELI Seats than at this time.

Standard BIG ELI Seat

The first picture shows a standard BIG ELI eat with standard decorations. Standard nish BIG ELI Seats are painted in two colors, lternating red and green. This consists of the nest finish for outdoor use that is possible to rnish you. Our painters are men with many ears of experience. They know the kind of nish it takes to stand outdoor weather conitions, so the quality and workmanship in the nishing of BIG ELI Seats is the very best. ears of continuous experience has taught us ne conditions that these seats must withstand nd we build and finish them for this service.

The transfer decorations, as shown on this andard BIG ELI Seat, are made up in a mbination of gold leaf, brown and blue colors. They are attractive decorations, making very beautiful seats for the BIG ELI Wheel.

The special finish is white enamel as shown in the second photograph. The white enamel finish is very durable. The special scrolls and beveled plate glass mirrors help to "flash up" these seats. The scroll carvings and mirror frames on BIG ELI Seats are laid in genuine gold leaf, the striping is gold color, making an attractive and desirable finish. Many BIG

White Enamel BIG ELI Seat

ELI Wheels with white enamel seats are now in use and their owners are enthusiastic in their praise of them.

Remember that the red and green finish with transfer decorations is standard. The white enamel finish with scroll decorations and mirrors is special. In inquiring about BIG ELI Wheels if you want the white seats with scroll decorations, do not forget to ask for full information on them.

Yours for a prosperous year with a BIG ELI Wheel.

Ben O. Goodhouse

Sales Manager.

BIG ELI WHEEL OWNERS

The 1926 complete Parts Price List for all size BIG ELI Wheels will be ready for ailing January 15th. Send us a card giving your present address and your copy will e mailed to you.

ELI BRIDGE COMPANY
Builders
Jacksonville - - - - - - - - - - Illinois

BIG ELI WHEEL No. 5

No. 5 BIG ELI Wheel

Many of our friends ask us "Why do you recommend the No. 5 BIG ELI as your best size for general portable use?" There are several reasons, which we are pleased to give you.

The first two BIG ELI Wheels built measured 45 ft. 3 in. high and carried 12 BIG ELI seats. These were called the No. 12. The third and fourth Wheels were 40 ft. 3 in. high and carried 10 BIG ELI seats and were called the No. 10. Beginning in 1906 with the general manufacture and sale of BIG ELI Wheels and continuing until 1912, the No. 10 and No. 12 sizes were standard.

Many ride men asked us why we didn't build a Wheel the size of the No. 10, but with more carrying capacity, say 12 seats? In 1912 the first No. 5 BIG ELI was completed. It was erected in the yards of the BIG ELI Factory. Almost immediately it revolutionized the demand for portable Wheels. It decreased the orders for No. 10 Wheels until the latter Wheel has been discontinued as a standard size. The No. 5 has entirely taken its place.

The reason for this is that the No. 5 BIG ELI weighs very little more than the No. 10, yet it has two more seats and consequently more carrying capacity in a large crowd. Hence, it is a greater money earner than the No. 10.

Time necessary for erecting and taking down a portable riding device is many times an important factor for the traveling amusement

n. In 1912 a crew of four experts at the G ELI Factory demonstrated that a BIG l No. 5 can be handled fast. They erected o. 5 in one hour and fifty-one minutes and ix seconds, and took the same Wheel wn in one hour, sixteen minutes, and four onds actual time. We do not recommend attempt for such speed in regular action, this will prove to you the portability of size BIG ELI Wheel.

ll standard size BIG ELI Wheels are built erchangeable, there are no numbered parts ecessary any BIG ELI just pick up any e of a [illegible] anywhere in a section. is feature has made the BIG ELI a leader g portable rides.

handling patrons fast at Fair and Celebran dates is many times necessary. The recmmended speed of No. 5, BIG ELI Wheel, our revolutions per minute and at this speed has a real money-earning capacity in one r's time. Being smaller in circumference [illegible] No. 5 runs a little faster than No. 12. The seats are closer together, and it can be loaded more rapidly.

Experienced riding device men have, in the majority, preferred the No. 5 BIG ELI for portable use. For the ride man with two or three rides, traveling by baggage car or truck, No. 5 BIG ELI takes up a small amount of space when down, looks big when erected, and is a real money earner.

There are a number of different kinds of riding devices built, but did you ever consider the few rides that are really portable for the amusement man who does not have flat cars and wagons? This has been our motive in the designing of the No. 5 BIG ELI, to take care of the man who is limited for transportation space, and yet who wants a Wheel that will be a profit earner and look big when erected. Let us tell you more about the No. 5 BIG ELI as a real profit earner.

GEAR GUARD

BIG ELI Owner, F. W. Brooks says:

> "I believe in putting on my Wheel whatever are time savers. The cover for pinion gear is a helpful invention. I once ruined an almost new pull-up rope by its getting between the gears. If I had had this gear guard, I would have saved a good rope, also $8.00."

You cannot afford to be without one of these late BIG ELI improvements.

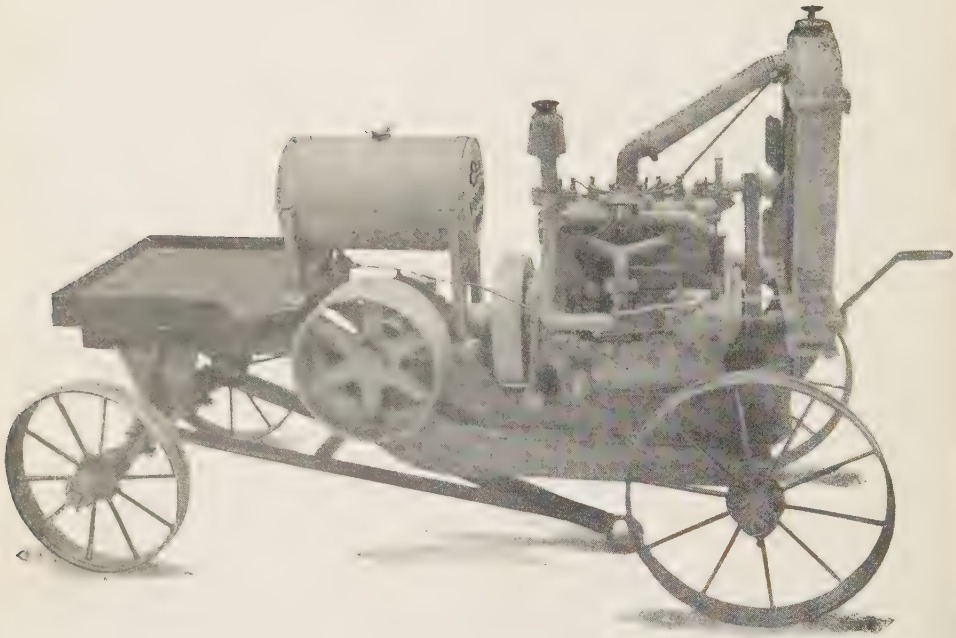
The gear guard will pay for itself in protection to your Operators and equipment.

WILL FIT ANY MODEL BIG ELI WHEEL

Can be installed in a few minutes time.

Price complete $6.25

Putting it up to ELI



Owners of riding devices very often write us about like this: "Will your ELI Power Unit successfully operate my ride? This is a big ride and takes lots of power." Then they go on to tell us how their present engine is installed, the direction of rotation, speed, size of pulley and other information.

Our answer to these questions always has been that we believe the ELI Power Unit will successfully operate any portable riding device. We have yet to find a portable ride that the ELI Power Unit is not large enough to successfully operate. These Units are now operating 2 and 3-abreast Carrouselles, Mangels Whips, Merry-Mix-Ups, as well as many BIG ELI Wheels.

The ELI Power Unit is especialy designed for portable use. It is powerful, yet is a simple outfit. Use plenty of good oil, keep gasoline in the fuel tank and water in the radiator and ELI Power Unit requires very little more attention. Of course any engine should be wiped off occasionally and kept looking good, but many ELI Power Units operate satisfactorily under very adverse conditions.

The ELI Power Unit is light in weight. Complete with ELI Steel Truck it only weighs 1172 lbs. and this means much for portable handling. With many ride owners the engine is the last thing loaded and on Saturday night move, way along early in the morning the lighter the engine the easier the job is finished. A heavy engine is always a detriment with a portable ride, especially so when moving night comes. Ride operators know this to be a fact.

If you have a riding device upon which you are considering changing the power equipment, let us tell you more about the ELI Power Unit for satisfactorily operating this ride. The ELI Power Unit is a result of 26 years of experience building BIG ELI Wheels and furnishing different makes of engines. We recommend the ELI Power Unit and stand behind it with the BIG ELI guarantee.

One BIG ELI Owner, Mr. R. E. Barnett, recently told us that if he knew anything favorable he could say about the ELI Power Unit that some other owner had not said, he would certainly write it, recommending this engine to any ride man.

If you doubt the reliability of the ELI ›wer Unit, let us give you the names of ›ners who will tell you of their experiences ›th these engines.

Reliable power is insurance against loss of ›siness with a breakdown during the busy ›es of the season. An ELI Power Unit presents this insurance.

BIG ELI Owner, F. W. Brooks, has operated s ELI Power Unit for three years. The llowing is taken from a recent letter from m. Note what he says regarding the work has done on the Unit in these three years ne.

"When it comes to power, if I could not ›plicate this Power Unit, I would not take e times what it cost. We did this season, I always do, take it down and clean it and ›t it back together, and fill with new oil ady for next spring. This is the third season ›d you could not put on anything new as it in the finest kind of shape. The bearings e as tight as when I got it. We have never ›d to grind any valves, just seated these and ›d hardly no carbon.

I bought a set of rings last spring and saved em all summer and just put them in when e cleaned the Unit and set it away for next ring.

This season I have seen rides getting almost pacity business, and all at once I would notice from my ticket box the power had gone bad and they would lose an hour's time just when they needed it worst. In all the three years that I have had this ELI Unit, I've the first minute to lose on its account. It has never failed, never stopped a second in three seasons only to put in oil on a long days run. I'll tell the world of ride owners that if they get one, and put in gas and oil and leave it alone they will never have anything else on a ride.

There is one expression you can't say about the ELI Power Unit. 'More power to it', because it has all the power necessary already. Some men say, 'I would not have a gas engine.' I have run in the dark with only two Coleman lanterns to see with and took in many a dollar when the electric current was off. How about your motor driven rides then? Give me the ELI Power Unit. I say sing the praise where the praise is due."

This is the opinion of one experienced ELI Power Unit owner. We can quote from the letters of many Power Unit users who will recommend this power equipment just as enthusiastically as F. W. Brooks. After all, the proof of the value of any mechanical equipment comes from the experience of owners, who are operating them each season. We will give you Mr. Brooks address if you care to write him about his experiences.

"A LITTLE NONSENSE NOW AND THEN IS RELISHED BY THE WISEST MEN"

OUT O' LUCK

A small girl asked her mother, "If I grow ›, will I have a husband like papa?"

"Yes, dear," mother replied.

"And if I don't get married will I be an old aid like Aunt Susan?"

"Yes," was the reply.

The little girl thought for a minute, put her nds to her head, and said, "Well, I am in fix."

NO WONDER HE KEPT COOL

One of those annoying persons who pride emselves on their perfect poise was a guest a hotel which was threatened by fire not ng ago. He joined a group of friends watchg the spectacle and chaffed them on their parent excitement.

"There was nothing to be excited about," he said. "When the alarm sounded I jumped out of bed, brushed my hair and took my time about dressing. I didn't like the knot in my necktie, so I tied it over again—that's how cool I was."

"Fine," one of his friends remarked. "But why didn't you put on your trousers?"

IN FACT HE WAS GOIN' FISHIN'!

Two elderly men, both deaf, met on a country road. One had a fishing pole in his wagon.

"Goin' fishin'?" shouted the first.

"No," the other yelled back, "I'm goin' fishin'."

"Oh, I thought mebbe you was goin' fishin'," the first called back.

BIG ELI CLOSED TICKET OFFICE

Finished to withstand continuous outdoor use.

Large and Roomy **Wired for Electric Lights**

Knocks down in small space

Colors: Red outside—Stone Gray inside

An attractive ticket office that will add to the appearance of your ride

Height .....6 feet
Width.....3 feet 3 inches
Depth.....3 feet 3 inches

Door (not shown in Photograph)
Height.....5 feet 3 inches
Width.....2 feet 6 inches

Floor Base
Width.....3 feet 6 inches
Depth.....3 feet 6 inches

Ask for complete information and prices

BIG ELI NEWS

Jacksonville, Illinois February 1926

NEWS FROM THE RIDES

OUR FRONT COVER

The photograph of the BIG ELI Wheel shown on the Front Cover of BIG ELI NEWS this month was sent us by F. W. Brooks of Phoenix, Arizona. Mr. Brooks is the owner of this BIG ELI No. 5 and commenting on this photograph and his experiences with the Wheel, he has this to say, "This picture was taken at Wenatchee, Wash., on May 8, 1925, where I did a splendid business for four days during their Blossom Festival. The boy seen just lifting the handle bar of the seat is Herbert Copenhaver, who has with this season been with me three years. He was as capable and loyal an operator as ever handled a BIG ELI Wheel. As you know he was accidentally shot and killed at Raton, New Mexico, and to say that I miss him would be putting it very mildly. I will be in the business a long time before I find his equal and one who will meet my requirements as he did. My season opened at Wenatchee on May 7th and closed at Phoenix, Ariz., November 14th. During that time many things took place, some good others bad, the above mentioned accident being one of the bad ones.

I closed at Butte, Montana, with a gilly show that I had been with last season and up to July 4th this year. Joined the ten-car show as I had wanted on a railroad equipped show for some time, thinking that things would be much more convenient and agreeable and with a better system. I find that the only difference between a good gilly show and a big show is that the big ones are bigger.

This season I have had the opportunity of being in competition with several rides including Merry-go-round, Whip, Seaplane, a ride we call Over The Top, and Chairplane. You know how many years it was before I could accumulate enough money to obtain the BIG ELI Wheel. Even then I could not buy a new one but had to take whatever I could and bought a nine year old Wheel with an old one-cylinder _____ engine. Today people ask me how old the Wheel is, (not from bum looks) and when I tell them this is the 13th season they take another look and say 'well I'd never believe it. You have taken good care of it.' I have since I bought it, but can't say as much for the time previous to my ownership. The Wheel was grease from top to bottom. I soon removed all that and it ha never been that way since. I can truthfull say that I have as neat looking Wheel as the is between the Atlantic and the Pacific Coast

For a money-maker in the hands of a capab operator I consider the Wheel as good as an ride on the road and better than some tha cost even more. Year in and year out th BIG ELI Wheel will hold its own with any o them, all things considered. It has come an it is here to stay. I've seen several come tha were apparently "knock-outs" for a season o two, then you can buy them at your ow price. To my way of thinking there are thre stable rides. Three that will be here when th rest are gone and the BIG ELI Wheel will b among these three.

The Wheel is easy to run, easy to take dow and easy to put up. The cost of up-keep practically nil if taken care of. The phot shows a long belt to the ELI Power Unit, but afterwards shortened this and put on a ne engine Jack-Screw. I believe in putting o my outfit whatever makes work less and an time savers such as the Gear Guard and th Brake Finger. They are helpful inventions With best wishes.

Sincerely and fraternally,
F. W. BROOKS
Phoenix, Arizona.

During the afternoon of December 28th w enjoyed a splendid visit with Mr. and Mrs. J A. Dalziel and son of Sarnia, Ontario, Canada The Dalziels are owners of a BIG ELI No. 5 J. A. tells us that the Wheel is the property o Mrs. Dalziel.

The Dalziel family had driven to Decatur Illinois from their home in Canada, and ex pected to continue on to Florida where the will spend several months before returning t Sarnia for the opening of the 1926 amusemen season.

We are glad to have our friends visit th BIG ELI Factory, but do not like them to b on limited time when they come here. Visitor are always welcome to come and stay as lon as you like.

Read more about the BIG ELI No. 12 o pages 20 and 21 of this issue of BIG ELI NEWS

This photograph shows the personnel of the A. Gibbs Attractions during the 1925 sea-. The BIG ELI Wheel, another ride, ws and concessions are seen in the back-und. The man located eighth from the it in the picture is W. A. Gibbs himself. Notice the BIG ELI Wheel. This is a 1922 del (has had 4 seasons use) and makes a y fine appearance, indicating with good e the long wearing qualities of the BIG ELI. When Mr. Gibbs sent this picture he gave

Personnel of W. A. Gibbs Attractions, 1925

the following information. "I closed the w at Newkirk, Oklahoma, and shipped the es to Neosho, Mo. We had a very good son considering the fact that we organized the road and were hit by almost all kinds weather. As you know this was my first r with my own show and I like it better n booking. We don't need to carry the xy boys with us. We expect to be out in next year playing about the same terri-y that we did this year. I have nothing but praise for the BIG ELI and ELI Power Unit. My Power Unit has run four years and we have never had to tighten a connecting rod and have never changed the spark plugs. It still runs like new."

Roy L. Little, owner of a BIG ELI No 5, advises that he has booked his Wheel for the season with the May and Dempsey Shows. Last season Mr. Little had his BIG ELI with the Ellman Amusement Co.

Mr. and Mrs. F. E. Mason of Plymouth, Michigan, visited at the BIG ELI Factory Saturday, December 26th. Their BIG ELI No. 12 was operated in an Eastern Park during the summer season, following this they played a number of Celebrations and Fairs, recently closing a successful season of 1925.

Since returning home Mr. Mason has undergone a serious operation in a Detroit hospital. We are glad to report his steady improvement and at this writing he expects to leave the hospital in one week's time.

This picture of a No. 12 BIG ELI Wheel was taken in Yucatan, Mexico. The Wheel was shipped in 1925 to Simon Caceres whose home is in Merida, Yucatan, Mexico. In addition to the BIG ELI he owns an up-to-date Carrouselle.

At the time of sending the photograph Mr. Caceres gave us the following information about his experience at this Fair. "We are sending you a photograph of our BIG ELI Wheel No. 12 which was taken during the Izamel Fair. We went to this Fair with some doubt as to how the BIG ELI would take with the people, since the greater part of the public

Simon Caceres' No. 12 BIG ELI Wheel in Mexico

that go to Fairs consist of the Maya Indians. Our great surprise was in seeing how these Indians scrambled to get into the Wheel and how they begged for more tickets for repeat rides. For all of this I am very much satisfied that I made the purchase of you."

Our correspondence with Mr. Caceres has been very congenial. All of his letters are written in Spanish and our answers going to him are in the same language. He is a progressive riding device owner.

Read Capt. Pearson's opinions of the ELI Power Unit on page 19 of this issue.

For Sale—one 1925 Model Special Ty "C" Glider with 36 seats. This ride is equipp with a 10 h. p. Cushman two-cylinder engi Outfit only used 12 weeks. Price reasona for early sale.

Address—Glider, c|o ELI BRIDGE C Jacksonville, Illinois.

This ride owner wishes to sell his Glider t he may purchase a latest Model BIG E Wheel. The above ad is run to cooperate w the customer and no charge is made for ad. BIG ELI NEWS does not carry o side paid advertising.

D. L. Hinkson who operates a BIG E Wheel at Cascade Park, New Castle, Pa., a vises that extensive improvements are bei made in that Park for the coming season. large swimming pool and Old Mill Ride a being installed at the present time. M Hinkson is looking forward to a good seas of 1926 with his BIG ELI Wheel.

George Yamanaka writes that he is spendi the winter in Miami, Fla. George is the own of several riding devices including a No. BIG ELI Wheel. He is now making prepar tions for the season of 1926.

The following testimonial tells in no uncertain way J. C. Fields' opinion of the BIG ELI Wheel.

Dear Gentlemen:

I have closed my 1925 season of 24 weeks. The last stand where the band played Home Sweet Home was at White Hall, Ill. Oct. 17th. My secretary, Mr. Elmer Melick and myself have had the time to go over our ledgers since Oct. 20. After balancing the ledger each day and week, I find had it not been for my No. 5 BIG ELI Wheel it would have been necessary to pass the hat at several different times, in order to move out of town.

You may ask anyone who ever visited my show; no matter if it is myself or any other ticket seller, they must say that the BIG ELI is the best ride on earth. The reason I speak this way is since 1920, the year that I purchased my Wheel, my over-head repairs will not exceed $50.00.

I notice by my ledger the ride has never fallen short of $4800 for a season, and one year, just made 18 weeks. Tonite I am thankful that you and your Family were able to convince me to buy a BIG ELI.

Thanking you for past favors, wishing you and the Company success,

Very truly yours,
J. C. FIELDS

Are you considering purchasing "music" for your ride this year? Let us tell you about the Harrington Calliope. Read more about this on page 21 of this magazine.

Hal and Carrie Graham of the Prairie State Amusement Co., have been spending some time in Chicago, Ill., since the closing of the 1925 season. The Grahams are owners of a No. 5 BIG ELI Wheel and an Allan-Herschell Little Beauty Carrouselle.

The following is a report from a No. 12 BIG ELI playing a Fair during October 1925. We do not give the name of the Wheel owner nor the name of the Fair as we must keep faith with members of the BIG ELI Family. To state the name of the Fair would be furnishing confidential information from BIG ELI Owners. However, we have this complete signed report in our office on file.

Oct. 4th	$188.95
Oct. 5th	36.15
Oct. 6th	35.25
Oct. 7th	49.35
Oct. 8th	38.15
Oct 9th (children's day)	254.15
Oct. 10th	21.35
Oct. 11th	306.80
Total	$930.15

R. A. YOUNG

Robert A. Young, Vice President of ELI BRIDGE COMPANY, passed away at his home in Roodhouse, Illinois, January 10th, 1926, at the age of 71 years, 2 months and 21 days.

Becoming a stockholder of this Company at the time of its incorporation in 1906, Mr. Young was immediately elected a Director, which position he held continuously until the date of his death. He was President of the Company in 1907 and from 1909 to 1912. In 1912 he was elected Vice President which position he filled acceptably, and at the annual meeting in December last was reelected for the 13th consecutive year.

"Uncle Bob" (the name by which he was familiarly known) was always interested in the growth of ELI BRIDGE COMPANY. He gave of his time and thought for the upbuilding of the organization. He regularly visited the Factory in Jacksonville, coming here from his home at Roodhouse where he had been a resident for 45 years.

Mr. Young was of a quiet nature, but was identified with many organizations doing good in the Community in which he lived. During the 45 years of his residence in Roodhouse he was a Machinist for the C. & A. Railroad in their roundhouse there. He was an Official of the Christian Church, President of the Y. M. C. A. in his home city, and a member of the I. O. O. F. for 50 years.

Robert A. Young will be missed by ELI BRIDGE COMPANY. His quiet enthusiasm and valuable counsel in the official proceedings of our Officers were characteristic of his nature. His good works will long live after him.

BIG ELI NEWS

Volume 11 No. 2

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

Frequently we are reminded of certain conditions that are of importance to the riding device man, but have become commonplace with us on account of constant association with such conditions. This was brought to us very vividly a short time ago when we received a letter from a BIG ELI Wheel Owner in another country. This man, a resident of New Jersey, has been operating his Wheel in South America for more than one year.

He wrote us how glad he was that the BIG ELI Wheel is such an easy ride to erect and operate. He told us how they had, (upon losing their experienced operator) taken four inexperienced natives, (none of whom could speak English) and erected the Wheel without previous experience or directions to follow. This owner's wife only knew the general method of erection, so she followed her own decisions, but had no difficulty in erecting the BIG ELI.

Previous to this experience, the BIG ELI Wheel owner mentioned had never thought it worthwhile to know how to erect and operate the Wheel. They had always kept a first class operator and depended upon him to do this work.

The BIG ELI Wheel Owner asks this question: "Of the many BIG ELI Owners I wonder how many of them actually know how to erect and take down also operate their Wheels?" It should be the decision of each Wheel owner to know the correct method of erecting and operating his BIG ELI Wheel. At some critical time you may be without an operator. You can then superintend the work and know that it is being done right. This forethought may mean dollars saved for you at sometime in the future.

To see if his wife had made any glaring mistakes this owner asked us for a set of Erecting Directions. When he got them these were checked over and he found his wife was doing the erection work correctly. This is an unusual circumstance. Read the letter in another part of this magazine, this BIG ELI Owner tells their actual experience just as it happened.

BIG ELI Wheels have been shipped to customers as far from our Factory as Durban, Natal, South Africa, and Bombay, India, to purchasers who had never previously seen a BIG ELI. And yet, these customers erected and operated their Wheels without difficulty. Of course, the first erection was no doubt slow but the method of erection is so simple that any mature person without previous experience can erect this Wheel easily.

One feature of the BIG ELI Wheel that has made it so popular, is that the Wheel can be erected or taken down quickly for portable use and the expense of this handling is very low. This fact makes the Wheel a practical ride for the Small Amusement Company as well as for the large Travelling Exposition. Truly, the BIG ELI Wheel may be called a Universal Riding Device. It can be operated in most any location and under any reasonable conditions. These features have made the BIG ELI one of the leading amusement riding devices now in use.

BIG ELI WHEEL OWNERS

If, when this copy of BIG ELI NEWS reaches you, your copy of 1926 Parts Price List for BIG ELI Wheels has not reached you, advise us at once. We have a copy of this List ready to mail you NOW.

BIG ELI TALKS

A few days ago a letter reached the writer's desk from the owner of three ELI Power Units. Capt. C. E. Pearson, Mgr. C. E. Pearson Shows, Ramsey, Illinois, noting the comments by other ELI Power Unit users decided that he would add his opinions to er recommendations of this Power equipnt for Portable Rides.

Portions of his letter are reprinted and you understand that Mr. Pearson's statements ne from actual experience.

He first mentions buying and trying an ine which proved unsatisfactory. Here is at he says, "I bought a new Carrouselle in 9 and it was equipped with a Twin-cylinder, cooled engine of 8 h. p. We used it nine eks that Fall. In 1920 we had trouble with nd had it overhauled. In 1921 we had to rhaul it again, bought some new parts, inding one new crank shaft besides several rings. When 1922 came along and I wished re-hire my old foreman, he balked and told that he would not fight that engine another son for my entire Show.

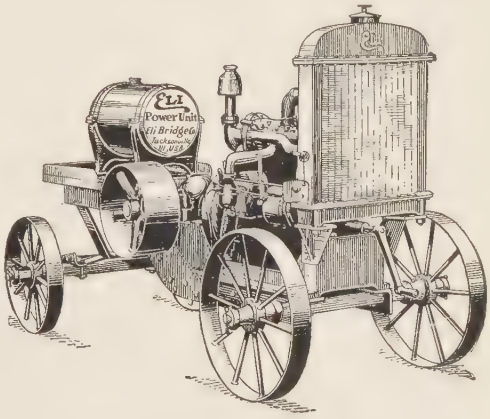
did not think I could afford a new engine I had the old one fixed up again. In the ldle of the summer, I had another new crank ft and one new cylinder to buy. In Sepber at one of my Fairs on Thursday afternn (the big day) away went my old Twinnder engine. It stopped and refused to . At the rate I had been carrying passens I figured I lost about $300 before I got nning again."

Now Mr. Pearson tells of his experience h the ELI Power Unit. "In 1923 I bought ELI Power Unit. I put this Unit on the rouselle and placed the old Twin-cylinder y in my store room where it now sets. I e used that Power Unit three seasons and e never lost five minutes with it since then. bought another ELI Power Unit in 1924 n I purchased my BIG ELI No. 5 and this while playing the Morgan County Fair at ksonville, I bought an extra Power Unit ch I carried with me to the end of the season rotect me at my Fairs which I had booked. I might add that this new Unit was never out of the crate from the time I got it until I pulled in home and stored the equipment away."

Here is Capt. Pearson's advice to other ride owners. "There is one mistake some of the ride men I know have made. They buy a ride and try to run it by using some cheap or second-hand engine that they have rigged up. It always happened to me that right when the money was in sight the old engine was bound to stop and it always was on a day when the shops were closed and I could not hire a mechanic to get repairs of any kind.

Oh, what a load these Units take off the ride owners mind to know that when he starts the morning of the Big Day and turns her over she will operate until midnight or until after the crowds have all departed. All needed during the day is gas and oil and not much of that.

I am simply voicing to you my sentiments regarding the ELI Power Unit, and in every OPTIMIST where I notice you refer to the Unit you sure recommend to the ride owner the best Unit for the purpose that has been discovered."



If you desire to know about the experiences of other ELI Power Unit users we will be glad to give you several names and addresses that you may write these men direct.

Yours for more riding devices with ELI Power Units,

BEN O. ROODHOUSE,
Sales Manager.

No. 12 BIG ELI WHEEL

No. 12 BIG ELI Wheel

The No. 12 is our oldest design BIG ELI Wheel built. The first BIG ELI Wheel was a No. 12. This Wheel, measuring 45 ft. 3 in. high carried 12 standard BIG ELI Seats.

The size and carrying capacity of BIG ELI Seats have never been changed. The first set of Seats on the original BIG ELI Wheel would comfortably seat from 2 to 3 persons each. The same carrying capacity is maintained today. A number of our friends have asked us why we don't build a double BIG ELI Seat, a closed car or some added capacity arrangement of that nature. This was tried years ago and experience shows that patrons do not desire this method of riding BIG ELI Wheels. The present type of BIG ELI Seat has proven most popular and consequently these Seats are being built in their original form and size.

Some ask "Is the No. 12 BIG ELI built interchangeable? We want a portable Wheel." Yes, all standard size BIG ELI Wheels are built entirely interchangeable and may be used portably. By interchangeable, we mean every piece of a kind is alike, there are no numbered parts to the BIG ELI Wheel. For example: Any spoke will fit anywhere around the Wheel. Each part need not be placed in a certain location each time the Wheel is erected. This is what makes the BIG ELI Wheel easily a quickly erected and taken down.

Some Travelling Amusement Compar Owners prefer the No. 12 BIG ELI to the N 5. This is because the No. 12 is 5 feet high than the No. 5 and they can honestly say the have a bigger, portable BIG ELI. Then t No. 12 Wheel looks bigger on the Mid-Wa and creates more "flash" for electric lightin This is a feature that amusement men con sider. They want the "flashiest" appearin Wheel possible to secure.

The No. 12 is preferred over the No. 5 BI ELI in some Parks on account of the extr height and appearance. Of course the fine BIG ELI Wheel for Park use is our No. 1 BIG ELI, but some Parks do not consid their location justified for such a large Whe and in this case the No. 12 is a very attracti size.

The ground space required for erecting t No. 12 BIG ELI Wheel is 29 ft. wide by 29 f deep. The Wheel has the advantage ov many other rides because of this small amou of space required. If the amusement Compar is located on the streets the Wheel may b erected in a street and the entire traffic nee not be blocked. Or, in a permanent locatio

ıe Wheel may be advantageously placed here another ride could not be used. The dvantage of the location is many times valıble to the ride owner.

To the riding device owner who desires a heel which he can operate in a Park until the ark season closes in September, then play me celebrations and fairs the No. 12 BIG LI is an advantageous size. It is large ough for most any Park and yet can be ndled quickly for portable use. The majority of BIG ELI Wheel Owners purchasing No. 12 Wheels in 1925 no doubt had this thought in mind as they used their Wheels in this way. The No. 12 BIG ELI Wheel with all equipment standard including ELI Power Unit on steel truck weighs 13,040 lbs.

If you are considering a BIG ELI for a combination of uses as suggested in this article we believe the No. 12 BIG ELI Wheel is the best size for both permanent Park location and Fair and Celebration operation.

THE HARRINGTON CALLIOPE

Having recently taken the agency for the arrington New Tone Air Calliope built in ansas City, Missouri, we are making this nouncement to our friends inviting your quiries for information on this instrument. you are considering adding music to your le for the coming season let us tell you about e Harrington Calliope.

The standard size instrument is equipped th 43 brass whistles. The steel case is finned in enamel and trimmed with brass. This a beautiful, well-built instrument.

The Harrington Calliope is played by autoatic player attachment or is equipped to be hand-played if desired by the owner. It has a $3\frac{1}{2}$ octave key-board for hand playing.

This instrument is furnished complete with power blower, hose connections and one ten-tune roll of paper music. We will also furnish power equipment consisting of electric motor or gasoline engine to operate the air blower, if desired by the purchaser.

Ask for full particulars and prices on the Harrington Calliope. This information will gladly be furnished you upon request.

ELI BRIDGE COMPANY, Agents
Jacksonville, Illinois

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the sean of 1926. We do not guarantee these locations other than to give their names and addresses d such data as has been furnished us. Write us asking for address and information on any dividual booking by number as given in the List. (For Example if you desire information on rginia Beach ask for particulars on No. 9.)

Boardwalk Park.
Colonial Lake Park.
Forrest Park.
McClellan Shows No. 2.
Mayflower Grove Park.
Riviera Pleasure Park, Inc.
St. Clair Park.

8. Sea Breeze Park.
9. Virginia Beach.
10. White City Park.
11. Sesquicentennial International Exposition.
12. Corey Greater Shows.
13. Seaside Park.
14. Metro Bros. Shows.

No. 5 BIG ELI WHEEL

No. 5 BIG ELI Wheel

There are several reasons why more No. 5 BIG ELI Wheels are in use than any other size BIG ELI. Some of these reasons will be given you in this article.

First, there are more ride men who can make practical use of the No. 5 BIG ELI than any other size Wheel. The Independent Ride Owner and Manager of a Small Travelling Amusement Company can only carry such riding devices as can be transported in the limited space they have for them. Some of these ride men travel by motor truck, others use railroad equipment. They want a riding device that will load in a minimum amount of space.

The No. 5 BIG ELI Wheel may be successfully loaded in a 20 ft. space of any ordinary baggage or box car, using the doorway for the ELI Power Unit. The longest pieces of the No. 5 BIG ELI are the spokes. These measure 17 ft. 5 in. long, so you can realize the possibility of loading this Wheel in a very small space.

The No. 5 BIG ELI Wheel is light in weight for portable handling and complete with ELI Power Unit only weighs 12,375 lbs. This Wheel can be quickly handled by four men. The loading and unloading from car or truck is very quickly done.

The No. 5 BIG ELI is very easily erected l taken down. The parts being all inter-ngeable simplifies and speeds up the ction of the BIG ELI. The No. 5 BIG I Wheel carries 12 standard BIG ELI its with a carrying capacity of from 2 to 3 sons per seat. This means a total trip pacity on the Wheel of from 24 to 36 passen-s. As the Wheel runs 4 revolutions per minute you can understand it has a real earning power. And best of all with the popularity of the Wheel the maximum earning power is many times put to test.

If you are a riding device owner with limited transportation space the No. 5 BIG ELI Wheel will interest you. If you need a ride that can be erected and taken down quickly you should investigate this BIG ELI Wheel.

Are BIG ELI Wheels Portable?

Here is the Opinion of an Owner in South America

Mr. and Mrs. A. J. Ruppel are operating ir rides in Chile, South America. Some-e ago they asked us for a set of Erecting tructions for their BIG ELI No. 5. These re mailed and they acknowledge the Direc-ns in this way:

"Today we received your letter dated tober 14th. As for the set of Instructions are more than pleased with them. They thoroughly clear and no one could fail to up a BIG ELI with them. These in-uctions made us feel even more pleased h our No. 5 BIG ELI because of its sim-ity in erection.

Of the many BIG ELI Owners I wonder ctly how many of them actually know how erect and take down, also operate their eels?

We are now in our second year in Chile, A. On our first trip we did good business l returned to the States in April 1924. On t trip we had our operator from the States l he returned with us. On our second ven-e we left the States in November 1924 and wo months we were left without an operator l did not know the first thing about erecting operating. The only excuse being that we er had to learn, always being fortunate ugh to secure a good operator.

At the time mentioned our being without a G ELI Operator I was fortunate enough to e an experienced man with my Carrouselle. this particular day I had to go out of town left orders with my mechanic to erect the ouselle and that we must leave the Wheel il we could get an Operator. Upon my return from the journey the next morning, imagine my surprise to find the Wheel erected. Inquiring of the Carouselle man he told me that he had nothing to do with it. My wife came down shortly after I had gone and with four men who had never seen a Wheel before, none of them speaking English, she erected the Wheel without the slightest difficulty. We haven't lost another day with our Wheel and we don't know what motor trouble is with our ELI Power Unit.

All along my wife has been erecting and operating the Wheel but I have always felt that there might be some little thing that wasn't finished in the erecting, so when we received the instructions we checked up and find that she is doing everything according to the Directions correctly.

As stated, we are contented with BIG ELI and proud of Mrs. Ruppel's success. Would she be eligible for an ELI Lapel Button? Can recommend her as a competent BIG ELI Operator.

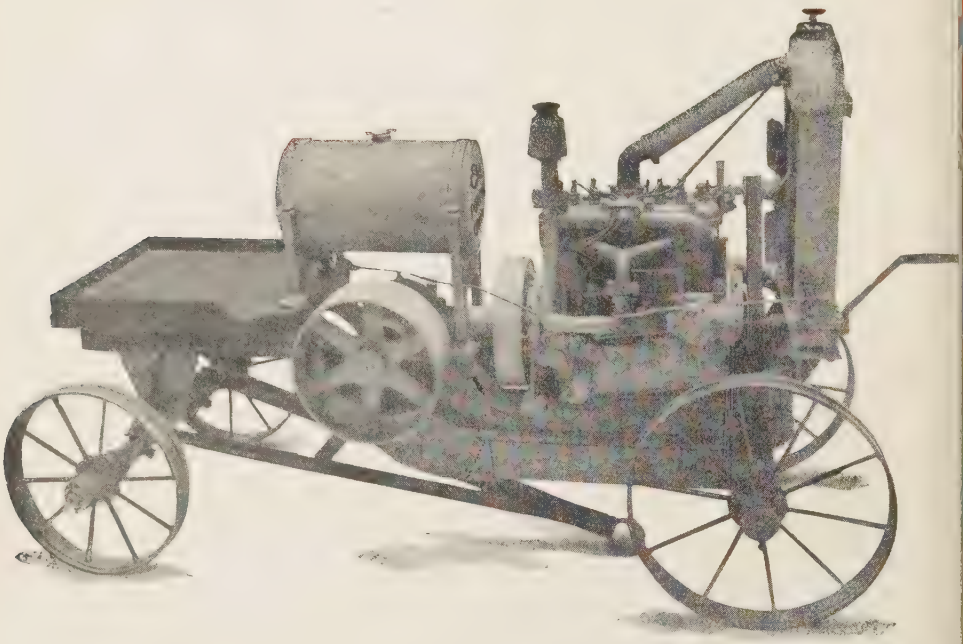
Thanks again for The OPTIMIST and Erecting Instructions.

Sincerely yours,

ANDY J. RUPPEL.

This is one BIG ELI Owners experience and absolutely proves the simplicity of the BIG ELI Wheel. Here one woman without previous experience and with the help of four foreigners who cannot speak English, properly erected a No. 5 Wheel. BIG ELI Wheels earn profits in other countries as well as in the United States. They are making profits for their owners in many countries where they are operating.

ELI POWER UNIT



A dependable Engine for any Portable ride
Simple in Construction—Powerful—Light in Weight
Complete with ELI Steel Truck weighs 1172 lbs.
Develops 16 h. p. on the Belt Pulley

If you desire an engine that is dependable—and will be ready to run when the opening hour arrives, then you can make no better choice than an ELI Power Unit.

ASK FOR FULL INFORMATION AND PRICES

ELI BRIDGE COMPANY
Builders of Dependable Products
JACKSONVILLE, ILLINOIS

BIG ELI NEWS

Jacksonville, Illinois March 1926

NEWS FROM THE RIDES

OUR FRONT COVER

The No. 5 BIG ELI Wheel shown on the front cover is owned by I. E. Dion and operated with the Ralph R. Miller Outdoor Attractions. Mr. Dion is an experienced BIG ELI man having operated a Wheel for many years before purchasing his 1925 Model BIG ELI.

In a letter written us when he sent the picture Mr. Dion regrets that the top of the Wheel didn't show better on account of the trees. However, no doubt this was a splendid location for the Wheel, nice and shady, and the trees made a fine background when operating. In his letter he says, "While we were at Arthur at the Fair we had the picture made. It is as good as we can send on account of our location we had, the trees almost spoiled the top of the picture.

In the picture from right to left are I. E. Dion, owner, Mrs. Dion, Ticket Seller, Carl Zenor, Gen. Mgr. of Ralph R. Miller Shows, and Arthur Penrose, Clutch Man.

The Wheel is running good and ELI Power Unit is giving good satisfaction."

Mr. Dion is one of the many successful BIG ELI Owners.

On Monday February 8th we had the pleasure of entertaining Mr. and Mrs. J. T. McClellan and their friends Mr. and Mrs. Johnson of Kansas City, Mo. These folks were motoring back to Kansas City from a trip East which included North Tonawanda, Niagara Falls and Buffalo, New York. While here Mrs. McClellan purchased a latest Model No. 5 BIG ELI Wheel with white enamel seats and special scroll decorations. This ride with a new 3 abreast "Ideal" Allan Herschell Carrousselle will grace the Midway of the J. T. McClellan Shows No. 2 for the 1926 season. Mrs. McClellan will be manager of this Company.

We were glad to have these friends visit us. This was their first visit to the BIG ELI Factory since 1920.

Stephen Clough of Sullivan, Ind. visited at the BIG ELI Factory January 15th. Mr. Clough has not completed plans for the operation of his No. 5 BIG ELI for the 1926 season.

Here is a portion of a letter from a ri owner who is yet just considering a BIG EL Mr. Rucker E. Granberry has operated a lar Merry-go-round for a number of years. H gives his impression of the riding device bu ness and we think it will be interesting to o readers.

"I wish to say a few words in regard to tw riding devices from actual experience. Ha been on the road for several years with t Merry-go-round and have been on groun where numbers of Ferris Wheels were operation and of course naturally noticed th ride.

The second year after the war there we several new rides put on the road and fro my own experience with the Merry-go-rou and what I saw of the Wheels it looked like t new rides were going to put these two rid mentioned out of business. I had good bu ness but they mixed it up some, but for t last three years I have done more business tha ever before and last year was still better, a fu load nearly every ride. At the same time m business increased I noticed the Ferris Whe begin to load them up. Now for the last thr years the Wheel and Merry-go-round car their loads and the other rides some busine

I only mention this because of your BIG EL Wheels. The Wheel and Merry-go-round a standard rides and the others come and go b these two rides are ahead of them all. Th are back to stay and pay more than ever b fore. I haven't boosted these two rides any way to do injustice to other rides, but express myself as to the two best rides on t market.

Yours very truly,
Rucker E. Granberry.

Decide to operate a Baby ELI with yo BIG ELI No. 5 for 1926. Read about t Baby ELI on Page 29 of this magazine.

Last fall R. M. Neel of Brookville, Pa went to Florida for the winter but not operate his No. 16 BIG ELI Wheel. M Neel expects to move his family to Crys Beach, Ontario, Canada, in the spring whe the BIG ELI will be operated for the seas of 1926.

Vern Spannagel sends the accompanying ture taken from the board walk at Amuse- nt Park, Ocean View, Va. Mr. Spannagel's G ELI Wheel and a part of the Beach at ean View are shown.

The colors in the BIG ELI help to make it re "flashy" during operation. In his last er Mr. Spannagel says "You will find a ture of my Wheel all 'dolled up.' I put sheet iron and painted it red, white and e and have had all kinds of compliments it. The Wheel is erected on concrete piers." Our readers will agree that this is a "flashy" king No. 12 BIG ELI and it is a profit earner Mr. Spannagel at Ocean View, Virginia.

We are glad to report the steady improvement of BIG ELI Owner, F. E. Mason. Mention of Mr. Mason's serious illness was made in the BIG ELI NEWS for February. He is now at home from the hospital and is making a speedy recovery. F. E. & Mrs. Mason are looking forward to their season's opening at Easton, Pa. They are owners of a No. 12 BIG ELI Wheel.

C. E. Wood has recently closed his Wheel with the Millican United Shows and for the present is located in Ray City, Ga. He expects to operate his BIG ELI No. 5 in northern central west territory for 1926.

Vern Spannagel's No. 12 BIG ELI

Mrs. C. W. Naill writes that on January 27th . Naill celebrated his 50th birthday. The ests at the birthday dinner were Mr. E. P. rman, (Sec. of the Rayville, La. Fair) and e.

The Naills are temporarily located in Monroe, until time for the opening of the 1926 season. Mrs. Naill adds this statement to her letter. When business opens up we are going to buy ELI Power Unit for the Swing. Without ubt it is the best engine built for our busi- s."

Mr. A. V. Johnson of Monteith, Iowa, temporarily was a resident of Jacksonville Sunday and Monday, February 8th and 9th. Mr. Johnson came to visit the BIG ELI Factory and place his order for a No. 16 BIG ELI. He expects to operate this Wheel at a California Beach resort for 1926. This BIG ELI is a latest Model equipped with white enamel seats and scroll decorations in Gold leaf. We appreciated having Mr. Johnson with us and welcome him as a new member of the BIG ELI Family.

BIG ELI Owner, R. O. Couch, recently gave us his impression of the Iowa Fair Secretaries Convention at Des Moines. Here is a part of what Mr. Couch says, "In the question of cooperation between Ride Men and Fair Secretaries; Mr. Ride Man did you ever consider helping the Secretary as well as yourself by opening your ride early on the first day? I have always thought it helped give the Fair a better start to get the rides started and something doing on the Grounds. One Secretary came along the first day of his Fair and said, "Well I see you are going" and stated the Band Boys were going down to give the people a little concert before lunch. He said it never seemed like the Fair was on until the Merry-go-round was running and the Band was playing.

Of course any ride man would open on the big day, but many times the first and last days need a boost and early opening of the rides and other amusements. I visited a Fair last season and on leaving about 1:30 P. M. the almost new BIG ELI Wheel was not open. In my opinion it should have been open at 10:30 A. M. It don't take many people on the grounds to make business with the rides. Sometimes the money comes a little slow but it gives the Fair a better chance and your expenses are very little more.

I have secured many new ideas by talking to Fair Secretaries during my attendance at Fair Conventions during the past year."

There are a number of things in Mr. Couch's statements that other ride men can take to themselves. We hope suggestions by ride men through the columns of BIG ELI NEWS will be of interest and value to our readers.

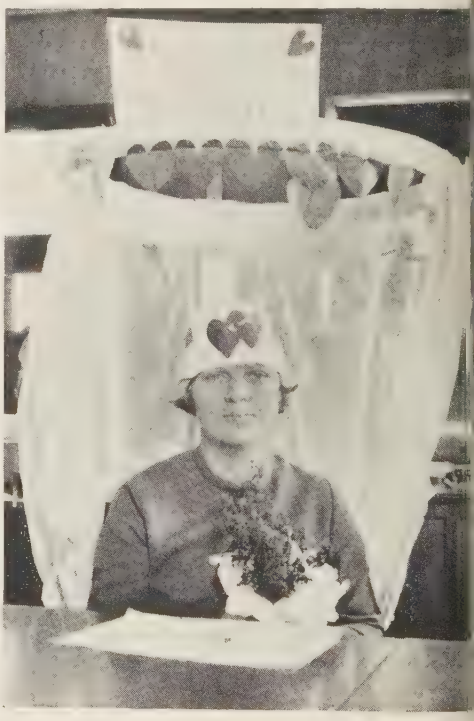
Noble C. Fairly, Mgr. Fairly Shows, Winter Quarters, Ft. Smith, Ark., has placed his order for a No. 5 1926 Model BIG ELI Wheel. This Wheel was shipped February 10th to Ft. Smith for the opening of the Fairly Shows during the month of March. Harold Balsley of Jacksonville, Ill. will be the Manager of this latest Model BIG ELI Wheel the coming season.

In a recent letter Louis Isler of Isler Greater Shows, Chapman, Kansas, had this to say about his ELI Power Unit.

"I bought the James Patterson whip two years ago and it had one of your ELI Power Unit engines. It is a wonderful engine, in fact the best engine on any of my rides."

MRS. ANNABELLE SKINNER

The Sales Manager's Stenographer, Anr belle Hyde, recently "stole a march" on the B ELI Family here. At 5:00 P. M. Februa 4th Miss Hyde and Mr. Russell Skinner w united in marriage. At 5:15 the BIG E Truck visited the ministers home and locki the couple in a BIG ELI enclosed ticket off the BIG ELI Force let the Jacksonville bu ness district know that something unusual h happened. Many sleighbells were in eviden and the local press commented on the spec event.



When Annabelle returned to her desk F day she found it properly decorated. H office chair was draped with a bridal curta and a sign reading "Just Married." This a picture of Mrs. Skinner taken in all h regalia.

Anyway Annabelle isn't leaving BIG EL employ. She is still a member of the BIG EL Family and will help handle advertising an sales correspondence in the future as she ha in the Past. All here say "Congratulation and best wishes, Annabelle."

BABY ELI WHEEL No. 6

f you could, by adding another riding de-
e, increase the popularity on a ride already
ned you no doubt would be interested. This
ossible with BIG ELI Wheel owners who
ire to add a Kiddie Ride to their equip-
nt.

Notice the photograph showing a No.
BIG ELI with a Baby ELI operating
ng side of it. Tickets are sold from the
ne ticket office for both rides and while the
le folks are riding the Baby ELI in per-
t safety the grown folks are getting a high
e on the No. 5 BIG ELI.

Owners of BIG and Baby ELI Wheels advise us that they find in operating the two Wheels together that this is the most successful way to handle the Baby ELI. We are mentioning the combination and the fact that the BIG ELI is for the grown folks to ride and there's also a Wheel for the little folks has an appealing touch.

A man owning three or four rides many times secures a booking that a man with less rides does not find it possible to secure. While the Baby ELI Wheel is a small ride, yet it is an added attraction for the celebration or fair and the committee in charge understand this.

In ride territory the Baby ELI will earn a profit in proportion to the investment. This has been proven in various locations where this little Wheel was operated. When the other rides get big money the Baby ELI will get its share.

In mechanical construction the Baby ELI is as near like the BIG ELI as possible to build it. With care this little Wheel will last for many years and is absolutely safe for the Kiddies. It measures 15 ft. 7½ in. high and carries six miniature BIG ELI Seats. This outfit including power for operating only weighs 2594 lbs. It can be packed in a very small space for moving and can be operated in connection with your BIG ELI Wheel at very little added expense.

Ask for full information on the Baby ELI Wheel, add one of these rides to your present ride equipment and you will increase the interest of your patrons for 1926.

BIG ELI OWNERS

Have You Painted the BIG ELI for the Spring Opening?
If not, these prices will interest you.

Special ELI Aluminum Enamel, Gallon	$5.00
Special ELI Aluminum Enamel, ½ Gallon	2.60
Big Four Orange Yellow Paint for crates and boxes, Gallon,	3.20
Big Four Orange Yellow Paint for crates and boxes, ½ Gallon	1.85
Red Color and Varnish, for seats, Quart	2.00
Green Color and Varnish, for seats, Quart	2.00
Master Varnish for seats, Quart	2.00

Order shipped same day received.

BIG ELI NEWS

Volume 11 No. 3

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

Not long ago a BIG ELI Operator with a number of years experience suggested that through the columns of BIG ELI NEWS we attempt to secure information to allow us to decide who is the longest experienced BIG ELI Operator. The Operator mentioning this did not expect to secure the honor himself because he personally knows a number of other BIG ELI Operators whose length of service exceeds his experience on a BIG ELI Wheel.

We believe it would be interesting to know this fact, and there are no doubt a number of operators who would qualify for a chance at this honor. However, we doubt whether the result would justify the effort expended, and for that reason are not making a request for the proof of length of service of BIG ELI Operators.

The thought has come to us, in considering BIG ELI Operators, that a more important subject is not how long have they operated Wheels but how well have they profited by their experience. Some folks learn more in a short time than others learn in years. For example; we have seen BIG ELI Operators with years of experience using the most obsolete methods of erecting and operating BIG ELI Wheels. They call some of the parts by the most odd names we ever heard and although they know the correct method of erecting certain portions of the Wheel they do not use these methods but prefer some way that they have arranged themselves.

Don't misunderstand, a number of experienced Operators have worth while ideas in the erecting and handling of the BIG ELI Wheel that are very valuable. They are time savers for them and make the handling of the Wheel easier.

If we were asked to choose who we consider the best BIG ELI Operator our decision would be based not on how long these men have been operating BIG ELI Wheels, but how well they were handling and operating them. And this is a thought for the consideration of old and new BIG ELI Operators.

The Editor heard an address recently on the much talked of topic of Business Service. One statement made by the speaker seemed to be especially impressive. He said, "The value of any article is not determined by its cost but by the service it will render." Naturally the Writer's thoughts immediately turned to the BIG ELI Wheel and decided how true that was.

It is only necessary to find the right location and then operate a BIG ELI Wheel to please the patrons and the BIG ELI will earn you profits. Many who have not investigated the outdoor ride business consider it only a game of chance. Those who have thoroughly investigated know it is one of the best paying and most legitimate lines of business among all amusements. Folks who work must have amusement and riding devices appeal to grown-ups as well as little folks, hence, we have the success of many riding device men.

Then the BIG ELI Wheel will with ordinary care last many years. We are sure it has a longer life than any other riding device built. The quality of the BIG ELI remains long after the cost is forgotten. Truly, the value cannot be determined by the cost but by the service rendered. A BIG ELI will render real service to the man who desires to work and succeed. This business deserves your complete investigation. Our word should not be sufficient, your should find out for yourself.

BIG ELI TALKS
No. 16 BIG ELI WHEEL

No. 16 BIG ELI Wheel

During the past five or six years the popular- of BIG ELI Wheels in Parks has increased idly. We have been glad to see this popu- ity grow. It indicates that BIG ELI heels are considered as a standard amuse- nt ride, not only with portable amusement trons but in a permanent location as well. Each year a certain number of BIG ELI heels shipped are sent to permanent loca- ns to add to the attractiveness and profit ning abilities of Parks throughout the coun- .

n 1925 exactly 34% of the Wheels shipped m the BIG ELI Factory were located in usement Parks in all parts of the country.

The photograph shown was taken after the last No. 16 BIG ELI shipped for Park use in 1925 was erected opposite Woodland Park at Seattle, Wash. This Wheel is the property of Mr. G. E. Vincent and has been a profit earner for him since he started it in July 1925. Mr. Vincent is a riding device owner with many years experience. He first operated a No. 12 BIG ELI in the same location and then sold it, replacing the No. 12 with the No. 16 which has increased the interest of his patronage.

Other Wheels shipped to Parks for 1925 were operated in Coney Island, Cincinnati, O; Crystal Beach Park, Crystal Beach, Ont. Can.; Creve Couer Lake Park, St. Louis, Mo.; Sum-

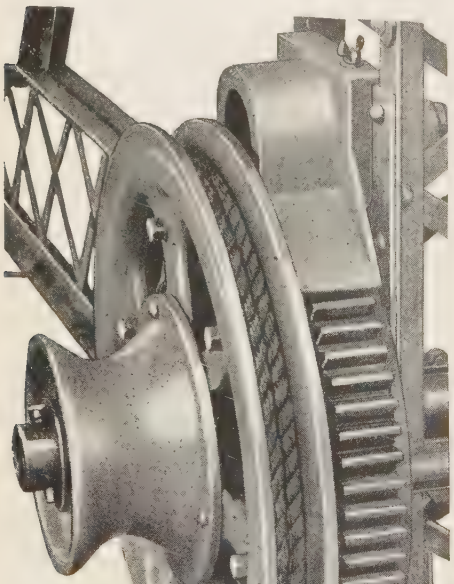
mit Beach Park, Akron, O.; Redondo Beach, Redondo, Wash.; and several other Permanent Amusement locations.

If you desire to add a real ride to your Park for 1926 we are sure the No. 16 BIG ELI will appeal to you. Or if you desire to buy a BIG ELI Wheel and locate it in a good Park we will be glad to help you secure this location. Your investigation of the No. 16 BIG ELI will be appreciated.

BEN O. ROODHOUSE,
Sales Manager.

Why New Model BIG ELI Wheels are Better

A number of our readers have inquired about the late improvements on BIG ELI Wheels that made these Wheels better; this made us think, probably all of our readers would like to know the improvements that have been added to BIG ELI Wheels recently. Not only will this description give you an idea of these improvements but the pictures show you just how they look.

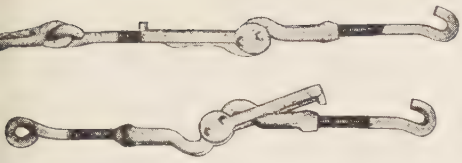


The BIG ELI Gear Guard as shown in this picture is a malleable casting of simple design, yet very practical. This Gear Guard is hung over the plate on the side of the tower and is fastened securely by a special bolt and wing nut which also makes it readily removable when the Wheel is taken down. By covering the pinion Gear and the top of the Large Gear where these two driving Gears mesh together the Gear Guard is a great protection.

Many BIG ELI Owners have advised us that cables and ropes have come in contact with these Gears during erection, badly damaging the ropes and cables. The Gear Guard is also a great protection to the operator erecting the Wheel and handling the ropes. There isn't any chance of him getting injured between the gears. This is simply insurance against damage and injury.

BIG ELI Gear Guards may be added to old Model BIG ELI Wheels as well as being standard equipment on new Models.

Standard BIG ELI Seats are now finely decorated with transfer decorations. A seat is shown with new decorations on back and ends. Then the underneath side of the foot bottoms are all striped with these decoration to match and the entire design gives the BIG ELI Seat a much more "flashy" appearance. These decorations are in gold leaf, blue and brown colors properly blended to look fine. On the standard red and green BIG ELI Seats these decorations are a real improvement.



The Sullivan patented Adjustable Turnckles are time savers. Forty-eight of these rnbuckles are used in the erection of the . 5 and No. 12 portable size BIG ELI heels and these Turnbuckles, by use of the er action, can be removed and put in the heel much faster than the old screw action ckle. They are considered a wonderful provement.

All of the improvements mentioned are now standard on BIG ELI Wheels and they are not merely talking points but are real improvements, that's the only kind we add to BIG ELI Products. Many others have been proposed to us but after trying them we have discarded them because they were not practical.

The Gear Guard is a protective improvement. BIG ELI Seats with the new decorations add to the "flash" and consequently to the earning power of the BIG ELI Wheel. The adjustable Turnbuckles are time savers in the erection and the taking down of a BIG ELI Wheel. These are the reasons why new Model BIG ELI Wheels are better.

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the ason of 1926. We do not guarantee these locations other than to give their names and addresses d such data as has been furnished us. Write us asking for address and information on any dividual booking by number as given in the list. (For example you desire information on rginia Beach ask for particulars on No. 9)

1. Boardwalk Park.
2. Colonial Lake Park
3. Forrest Park
4. Checker Exposition Shows.
5. Mayflower Grove Park.
6. Riviera Pleasure Park, Inc.
7. St. Clair Park.
8. Sea Breeze Park
9. Virginia Beach.
10. White City Park.
11. Sesquicentennial International Exposition.
12. Corey Greater Shows.
13. Morasca Circus & Bazaar
14. Metro Bros. Shows.
15. Wonderland Amusement Park.
16. Edgewater Beach Park.
17. Great Western Shows.
18. Gordon State Park.
19. Maple Point Park.
20. National Amusement Co.
21. Shawbush Amusement Co.

EXTRA FLASH IS A GOOD INVESTMENT

An Electric Star Strand in your Wheel will add to the flash and earn ou more money.

o. 5 Outside Electric Strand, 60 Sockets, without lamps	**$36.00**
o. 5 Inside Electric Strand, 24 sockets, without lamps	**21.75**
ix Point Electric Star, 60 sockets, without lamps	**38.00**
o. 12 Outside Electric Strand, 60 Sockets, without lamps	**38.00**
o. 12 Inside Electric Strand, 24 sockets, without lamps	**22.50**
ix Point Electric Star, 60 sockets, without lamps	**40.00**
o. 16 Outside Electric Strand (two sections) without lamps	**58.00**
o. 16 Middle Strand (two section) 48 sockets, without lamps	**42.00**
o. 16 Inside Strand, 32 sockets, without lamps	**34.00**
ight Point Electric Star (4 sections) without lamps	**72.00**
dison Mazda Lamps, 23 watt R. R. type Std. Carton, 120 lamps	**27.90**

No. 5 BIG ELI WHEEL

Usually the first question asked by a man interested in a BIG ELI Wheel is: **how much money will it earn in a week, month or a season's time?**

We have taken from our files reports from three No. 5 BIG ELI Wheels operated in different territory during 1925.

These reports are bona fide as we have the signed copies in our office. We are not permitted to give the name of the Wheel owner nor the actual location played for we wish to protect present BIG ELI Wheel owners and not give out confidential information.

The first No. 5 BIG ELI owner operated his Wheel for 21 weeks during 1925 in eastern territory. The total gross receipts were $7,349.05, and average of $349.95 per week. This customer's biggest week of the season was September 21,22, 23, 24 and 25, totaling $927.15.

Let us look at a report from a customer playing central western territory. He operated 20 weeks and his No. 5 BIG ELI Wheel grossed $6,333.60, an average per week of $316.68. His biggest week was $747.80, a fair date ending August 23rd, 1925.

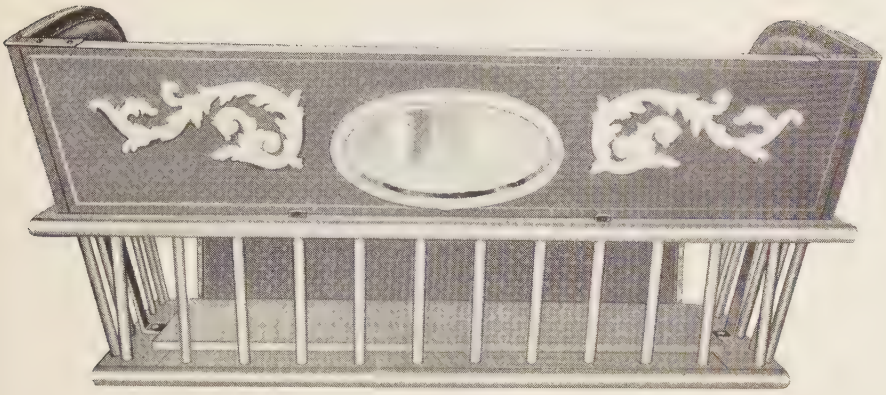
This customer operated his No. 5 BIG EL in southern territory, never being farthe north than the State of Kentucky. In 2 weeks this No. 5 BIG ELI grossed $5,530.25 an average per week of $251.37. The owner' biggest week of the season was week endin September 5th, $461.55.

Here are three comparative reports on No. BIG ELI Wheels in Eastern, Central West,an Southern territory indicating the universa popularity of the BIG ELI Wheel. Two o these men operated their Wheels independentl at Fairs and Celebrations and the third operate with a traveling amusement company. W could give you some reports larger than these taken on BIG ELI Wheels at various location in years past, but these are about normal re ports and will give you an idea of the prof earning ability of the BIG ELI Wheel.

If you want the names and addresses these owners to write them yourself we wi be glad to give them to you.

More information on the No. 5 or any othe standard size BIG ELI Wheels will be give you upon request.

SCROLL DECORATIONS



Consider flashing up your BIG ELI Seats by adding Scroll decorations and mirrors. These decorations are finished in colors to match your seats. Shipped complete ready for installing. Ask for information and prices.

ELI BRIDGE COMPANY
Builders of dependable Products
Jacksonville, Illinois

"A Little Nonsense Now and Then
Is Relished by the Wisest Men."

TWO BITS TALKS

m twenty-five cents,
m not on speaking terms with the butcher,
m too small to buy a quart of ice cream,
am not large enough to purchase a box of candy,
m too small to buy a ticket to a movie,
m hardly fit for a tip. But—believe me,
hen I go to Church on Sunday I am considered SOME MONEY!

---

ubby—"I miss the old cuspidor since it's gone."
fey—"You missed it before—that's why it's gone."

---

n—"What's a genius, Pop?"
p—"A genius is a man who can rewrite a traveling salesman's joke and get it accepted by the Ladies Home Journal."

---

ohnny, who were the four Horsemen?"
hey were Paul Revere, Theodore Roosevelt Jesse James, and Barney Google."

THOSE DENSE TOURISTS

Numerous detours had caused the motorist to lose his bearings, so he hailed a native son of the soil to inquire the way to Hickville.

"Do y' know where Si Brown's farm is?" the farmer asked him, and the motorist told him, "No."

"Wall, do you know where the forks is jest beyond Dog Holler?"

"No."

The farmer lost patience. "Gosh ding! To them that don't know nothin', y' can't tell nothin'. Giddap!"

Bride: (crying) "Just l-look at those biscuits".

Mr. Newlywed: "Why, they aren't baked".

Bride: "I know it, and I put lots of kaking powder in them too".

BIG ELI CLOSED TICKET OFFICE

Large and Roomy — Wired for Electric Lights

Knocks down in small space

Colors: Red outside—Stone Gray inside

An attractive ticket office that will add to the appearance of your ride

ELI POWER UNITS

Practical Power for your BIG ELI Wheel, Carousselle, Whip, Chairplane or any other Portable Ride.

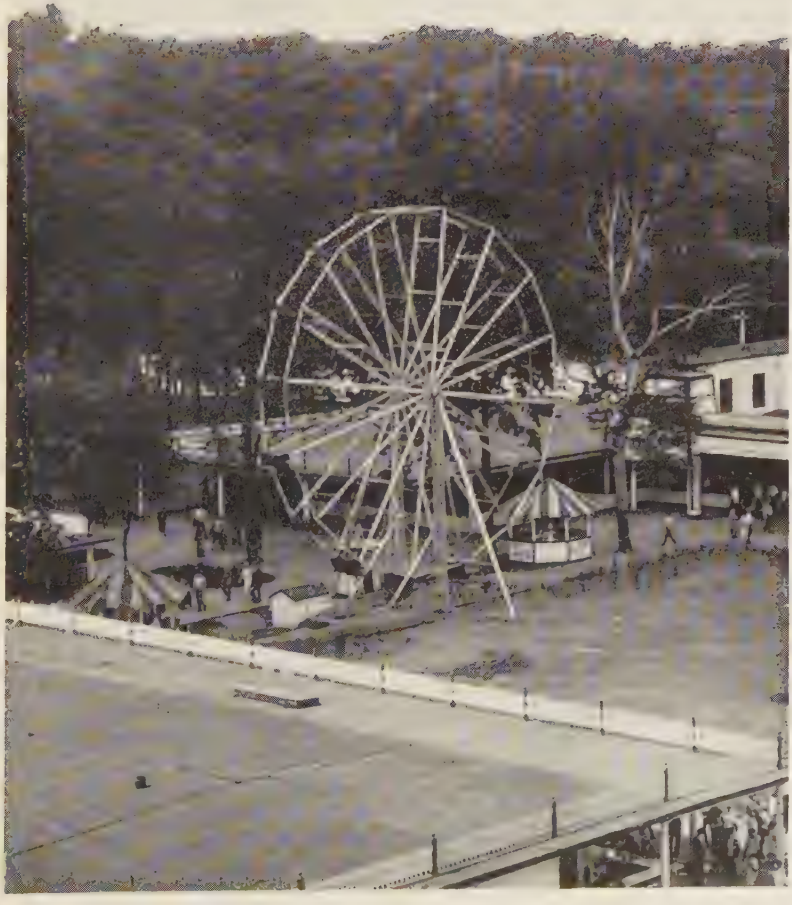
ELI BRIDGE COMPANY

Builders of dependable Products

Jacksonville, Illinois

BIG ELI NEWS

Jacksonville, Illinois April 1926



NEWS FROM THE RIDES

OUR FRONT COVER

Our front cover picture this month shows No. 16 1925 Model BIG ELI Wheel in Coney Island Park, Cincinnati, Ohio.

This picture was presented to us by Mr. A. L. Reisenberger, Park Mgr. During the Park Men's Convention in Chicago last December Mr. Reisenberger visited our exhibit booth and looked over the various photographs of BIG ELI Wheels. He then told us he had a good picture of the No. 16 BIG ELI taken last summer at their Park and would send it. This picture is the result of that conversation.

Mr. Reisenberger reported a good season on the BIG ELI Wheel last season, but states that the Wheel will have a much better location this year as they have moved it to a more favorable position in the Park.

Coney Island, Cincinnati, is only one of the many successful Parks where No. 16 BIG ELI Wheels are operating each Amusement season.

Mr. and Mrs. W. K. (Billy) Davison are the parents of a daughter, Jean Lorraine, born February 23rd. The Davisons are well know in the outdoor ride business.

Billy was so proud of his new daughter that he bought cigars for the entire BIG ELI Factory force and five pounds of chocolates for the Office. Teach her how to make change, W. K. and she will soon be an efficient BIG ELI ticket seller.

Mr. Davison has probably been the owner of a BIG ELI Wheel for a longer continuous time than any other Wheel owner in the business. He has constantly been a BIG ELI Owner since 1907. This year he will be in charge of three rides, 3 abreast Carouselle, BIG ELI No. 5 and Baby ELI Wheel with the D. D. Murphy Shows opening in St. Louis, Mo., about April 15th.

Mr. C. Horton, BIG ELI Owner, advises that he expects to leave Chicago about April 5th for White River Junction, Vt. His No. 5 BIG ELI will be operated with the Lapp Greater Shows opening in White River Junction about May 1st. This is Mr. Horton's second season with the Lapp Shows.

In a letter recently received from R. Barnett he says: "Right after the first of t year I drove to Florida for a little pleas trip, staying six weeks and driving up a down both East and West Coasts and had most delightful trip. While in Florida I h the pleasure of visiting several Carnivals a meeting some old friends. I visited the J. Jones Show at the County Fair at Lar the Nat Reiss Show at Stuart on Governo Day, also the Broadway Shows, J. L.Crom K. G. Barkoot Shows, D. A. Wise Shows a several other organizations during my st down there. I always found the BIG E on the job and doing its share of the r business.

I am leaving within a few days for Win Quarters in Kansas City, Mo. and will ha my two ride crews there to put new Paint the BIG ELI and Merry-Mix-Up. This w be the fourth season that most of my bo have been with me."

Mr. Barnett owns two rides operated w the J. T. McClellan Shows. He visited the BIG ELI Factory for a few hours dur the early winter and we enjoyed having h with us.

Recent orders for BIG ELI Wheels incl an order for a No. 5 on March 6th from Fl Bros., St. Paul, Minn. On March 8th R. H. Miner of Phillipsburg, N. J. sent order for a latest Model No. 5 BIG ELI co plete with ELI Power Unit. This Wheel be operated with the Model Exposition Sh for the season of 1926 and will be shipped fr our Factory early in April.

Joe Steinberg and Joe Zotter, Owners of 12 BIG ELI and other riding devices visi a few hours at the BIG ELI Factory on F 15th. This was the first visit of these b to Jacksonville and they expressed surp and pleasure at the magnitude of the BIG E Factory.

Messrs. Steinberg and Zotter were on th way to Oklahoma where their rides are sto They expect to soon open their Amusem Company for the season of 1926.

More information on the No. 12 BIG E Wheel is given on page 44 of this magazine.

C. E. Wood has shipped his BIG ELI Wheel Flomaton, Ala., where he joined the R. L. ade Shows for the season of 1926. This mpany expects to play Central West ter- ory, coming up from Alabama through nnessee, Kentucky and to Indiana. Mr. ood is looking forward to a successful season th his BIG ELI No. 5.

R. O. Couch, of Monteith, Iowa, reports at his BIG ELI No. 5 and Carry-Us-All ll be operated in a Park for the early part the 1926 season. He expects to leave the rk in time to play his usual Fair Circuit in e Fall.

T. P. Gifford, himself, is seen standing on the Swing platform at the right.

Read more facts about the No. 5 BIG ELI on page 46.

W. A. Gibbs, Mgr. W. A. Gibbs Attractions, Erie, Kansas, has placed his order with us for a Harrington New Tone Calliope, which is to be shipped to the Winter Quarters of this Show in Neosho, Mo., early in April.

Mr. Gibbs inspected the Harrington Calliope at the Factory in Kansas City and advised that he was very much pleased with it.

Read more about the Harrington Calliope on page forty-three of this magazine.

T. P. Gifford's Herschell-Spillman Carouselle

This photograph was sent us by Mr. T. P. ford of Boone, Iowa. The Herschell-Spill- n Carouselle shown is the property of Mr. ford with the Gifford Bros. Shows, season 1925. This Company closed their season Red Falls, Minnesota.

A picture of Mr. Gifford's No. 5 BIG ELI s shown on the front cover of this magazine January. His Wheel was the winner of prize in our BIG ELI 4th of July contest 1925 with receipts of $525.15 for the day. e Merry-go-round was winner of 4th prize he same contest.

Robert Hughey reports a most interesting visit in Florida this past winter. Mr. Hughey put the Hughey Bros. rides in storage in Chicago in October and motored to Florida where he has operated a concession for the winter months. He and Mrs. Hughey have seen a good part of the State, and while they have only made expenses they report a real enjoyable time.

The Hugheys are returning to Chicago early enough to get the rides ready for the season of 1926. J. R. & W. S. Hughey have been successful ride men for a number of years.

Here is a fine letter from a Celebration Secretary in the State of Rhode Island. This statement comes entirely unsolicited. It indicates the value of publicity through the BIG ELI Magazine. Mr. Bresnahan saw our article regarding Arthur G. Wilbur and believed it. This letter explains the method of the business transaction.

"Having just discovered in my file a copy of the January 1925 OPTIMIST I wish to say a few words regarding the man you feature in that issue, Arthur G. Wilbur, and also your rides."

At our Carnival held last year we booked Mr. Wilbur with his two rides without ever having seen him or his rides before. His name was given us by a certain concession house and we wrote him. He then did something that counted more in his favor than a dozen letters would. He sent me the above mentioned copy of The OPTIMIST and that settled it, for no worthwhile firm would endorse a man unless he was a credit to them. So we signed him.

Now I come to the all important part of this letter. We found Mr. Wilbur one of the finest types of manhood it has ever been our good fortune to meet, as square as they make them, courteous, kind and considerate, and a gentleman at all times. We were so well satisfied with him that we booked him before he left the lot to return again this year. For his crew with him two words suffice, "Gentlemen always."

The rides were excellent, pleased everybody and run without a hitch and more than made good on everything you claimed for them. In fact, another organization who saw them last year at our event was so impressed by them that they asked us for Mr. Wilbur's terms and I was very glad to say Mr. Wilbur has secured an excellent two weeks booking this year.

In closing I wish to say with the best type of man with the best type of rides you have an unbeatable combination. If this little letter is of any use to you, it has not been copyrighted for I do not care to do anything to suppress the truth, and truth this is every word of it.

Yours very truly,
Thomas P. Bresnahan,
10 Elm St., Valley Falls, R. I.

In closing his letter Mr. Bresnahan requested that his name be placed on the regular Mailing List. He may rest assured that this has been done, he will receive BIG ELI NEWS regularly and we appreciate his confidence and courtesy in writing us this letter. It makes us feel that our magazine is doing the good work for which it was intended. Favorable publicity in this magazine, while it costs you nothing, is of much value to you as a ride man. And remember, so far as is in our power everything we print in BIG ELI NEWS is the truth. We intend to print no fiction but actual facts at all times.

Mr. F. L. Flack of the Northwestern Shows reports that he will have a new foreman on his BIG ELI this year. This young man's name is Bruce Duggan. He has been second man on the Wheel for two seasons and has now been promoted to foreman. We wish Mr. Duggan a successful season with the No. 12 BIG ELI on the Northwestern Shows.

Mr. Flack has bought two BIG ELI enclosed Ticket Offices which are finely finished. They will be shipped to Detroit early this month.

BIG ELI Owner F. W. Brooks reports good business in California. He has formed a partnership with three other amusement men and their little Company is known as "Brooks & Brown Imperial Shows." Mr. Brooks is looking forward to a splendid season of 1926.

H. N. Endy has been the owner of an ELI Power Unit for his Merry-go-round for some time. He recently wrote us from Florida as follows. "As my season is about to close in the South I am getting ready to ship North about April 1st so as to be all ready for the Northern season. To have the BIG ELI complete I will need a new engine to complete the ride as it should be for I think that the BIG ELI is a very important asset to any Show. What I want is a new ELI Power Unit that will operate the No. 5 Wheel, and want you to have one all ready to ship so that there won't be any delay when I get up North. I think that an ELI Unit would add both to appearance and durability for I am very well pleased with the ELI Power Unit I have on my Merry-go-round, that is the reason that I want another."

Many ride owners are using the ELI Power Unit as the standard engine for all of their rides.

hnny J. Jones, Gen. Mgr. Johnny J. Jones
osition, recently wrote us: "I am very
to say business continues to be good. We
ow building new attractions for the com-
year. My 20-car Show that we call the
ter Show had a wonderful week of Feb-
y 22nd."

r. Jones is the owner of a BIG ELI No. 5
a Baby ELI Wheel.

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ne BIG ELI Owner sends us a report on
No. 16 BIG ELI showing a recent days
being on Saturday, when the Wheel earned
.85. This customer is operating his BIG
portably in Southern territory. He re-
s his balance on the right side although
e weeks the weather has interferred with
ness. This Owner is operating two rides,
ry-go-round and BIG ELI Wheel.

Department were the winners. They were presented with a tin loving cup, an angel food cake baked by Mrs. Austin McPherson and a box of cigars presented by Olie Fenstermaker. The consolation prize went to John Jilek of the Wood shop and Charles Balsley of the ELI Power Unit Assembly Department.

Otto Spieth, our Official Photographer, showed four reels of motion pictures including the local Centennial Parade Film and the Armistice Day Parade. These were much enjoyed.

When this picture was taken all were wearing their paper hats and were in possession of their noise makers. You will agree they look like a happy crowd. Many readers will recognize President W. E. Sullivan in the first row center. Mrs. Sullivan is at his right. Lee A. Sullivan, Secy-Treas., is in the center

At the BIG ELI Factory Entertainment, February 23, 1926

ne night of February 23rd was one of much
yment for Members of the BIG ELI
ily at the Factory. Approximately one
dred employees with their families and
ts attended an entertainment given by
management for the employees.
ne of the features of the program included
rse shoe tournament between eight picked
ns from the Employees. J. F. Prewitt
Dorsey McPherson of the Structural

of the third row slightly to the left of his father. Ben O. Roodhouse, Sales Mgr. is sitting down in front and may be recognized by Junior Roodhouse who sits with him.

This was one of the many happy occasions at the BIG ELI Factory. While this is the busy season Pres. W. E. Sullivan believes these social affairs bring closer acquaintance among employees and that these events prove very much worth while.

Volume 11 No. 4

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

A prominent newspaper correspondent has taken the following splendid slogan for his motto: "To write nothing but the truth, and if the whole truth sounds too big, don't write all of it." If more of our commercial newspaper writers would adopt this motto much of the sensationalism which we now see in prominent newspapers would not be printed.

In the more than ten years this magazine has been published we have always attempted to print nothing but the truth. It is our highest desire to have our readers feel that everything they see in this magazine is facts. It has been a pleasure to notice the attitude of readers in this regard.

Two exactly opposite cases have come to our attention during the past few days. We mention them for your consideration at this time.

In the News From The Rides Department of this issue you will notice a splendid letter from Mr. Bresnahan of Valley Falls, R. I. He refers to a little sketch appearing in the January 1925 issue of this magazine regarding ride owner, Arthur G. Wilbur. In his letter Mr. Bresnahan makes this statement: "At our Carnival held last year we booked Mr. Wilbur with his two rides without ever having seen him or his rides before. His name w given us by a certain Concession House an we wrote him. He then did something th counted more in his favor than dozen lette would. He sent me the above mention copy of The OPTIMIST and that settled for no worthwhile firm would endorse a ma unless he was a credit to them. So we signe him. We found Mr. Wilbur one of the fine types of manhood it has ever been our goo fortune to meet. As square as they make ther courteous, kind and considerate, and a gentl man at all times."

Mr. Bresnahan accepted the statements made in our magazine for facts and found th they were true for Mr. Wilbur was just as w represented him. There is one instance whe the BIG ELI magazine filled a very impor ant mission.

An exactly opposite case came to our a tention recently. We printed some stat ments made by a ride owner. So far as w could learn his statements were based on fact A reader of the magazine read the article an wrote to us that a large portion of the artic was fiction. This reader knew that we in tended to print the truth and called our a tention to the statements not to criticise bu to let us know actual conditions and we ap preciated his letter very much. This examp is given to let you know it is possible for us be misled by ride owners. You may re assured that we will use even more care investigating the statements that appear this magazine in the future.

Our aim shall continue to be: "Print no thing but the truth," and we shall continu to use every effort to always make this mott a reality. Desiring the confidence of our read ers we could not justly use any other metho

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You can help to make this magazine inte esting and we solicit your assistance. Man ride owners have good pictures of their rid located on Mid-Ways or in Parks and man of these pictures would be of much interest t our readers.

No charge is made for mailing BIG E NEWS to you. All we ask is your aid i making it interesting. May we have yo assistance? Let the photographs come in ad dressed to

Editor, BIG ELI NEWS,
c/o ELI BRIDGE COMPANY
Jacksonville, Illinois.

BIG ELI TALKS

In the February BIG ELI NEWS we announced to our readers the acceptance of the agency for the Harrington New Tone Air Calliope built in Kansas City, Missouri. We now desire to tell you more about this instrument for portable or stationary use.

The Calliope tone, being different from the andard organ (which was used by Amusement len for many years), has a distinctive fea- ire that attracts attention and holds it. You ave no doubt watched the circus parade and aited with interest to see the Calliope and ear its music. Well, the New Tone is ex- tly that instrument redesigned into a com- act, portable outfit suitable for any Amuse- ent Man. As it uses Air pressure furnished y a small air blower—the New Tone Calliope practical for a Big Amusement Company for the man operating one or two riding evices.

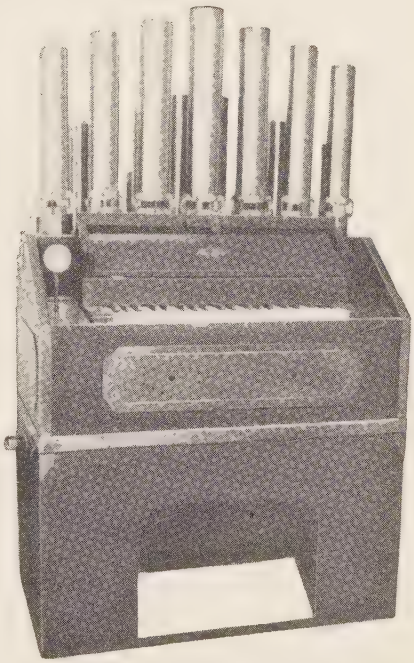
The standard size New Tone Air Calliope is he Model A, with 43 whistles. This instru- ent measures 22 in. wide x 36 in. long and eighs complete with the air blower approxi- ately 280 lbs. It has a double playing at- chment which allows the user to either oper- te the automatic player or use the hand eyboard if desired. The automatic playing tachment uses 10-tune rolls of paper music, hich may be furnished in the latest, up-to- e-minute selections. The price of these usic rolls is very reasonable.

The instrument is up-to-date in every re- ect and built for real service. The whistles e all polished brass, while the case is of steel nstruction, properly enameled and trimmed brass making it very attractive as well as rviceable.

This photograph shows a Model A, 43 histle instrument from the hand keyboard de. The New Tone Air Calliope is furnished mplete with power blower, hose connections d 10-tune roll of paper music. We will also rnish power equipment consisting of an ectric motor or gasoline engine to operate the r blower, if desired by the purchaser.

The New Tone Company also build a Model 53 whistle Calliope-which is very popular with Amusement Men. This type has more range of tone than the 43 whistle instrument. The double playing attachment is also standard on this Model Calliope.

One BIG ELI Wheel owner who recently visited the factory of the New Tone Air Calliope Co., sent us his order for one of these Calliopes for his ride this season. He expressed himself as being very well satisfied with the construction and tone of this well built Calliope.



If you are considering a new musical instrument for your Mid-Way or ride let us tell you more about the New Tone Air Calliope. Many ride owners are now using these with splendid success.

Yours very truly,

Ben O. Goodhouse

Sales Manager.

No. 12 BIG ELI WHEEL

No. 12 BIG ELI Wheel in South Africa

Our friends often ask us this question: "As **the No. 5 BIG ELI measures 40 ft. high and carries 12 BIG ELI seats, why do you build another wheel just 5 ft. higher with the same carrying capacity?**" They refer to the No. 12 BIG ELI which is 45 ft. 3 in. high and carries 12 BIG ELI Seats.

Our answer is that the No. 12 being 5 ft. higher has a certain majestic appearance that draws patrons to the Mid-Way or Park. The No. 12 is an all-purpose BIG ELI Wheel. It is our medium sized Model. Not too heavy to operate portably, yet large enough for any medium sized Park.

The following Travelling Amusement Companies operate No. 12 BIG ELI Wheels on their Mid-Ways. These are only a few, we could give you many more of them if space would permit it.

Browning Amusement Company, Mrs. R. L. Browning, Mgr., Salem, Oregon.

F. J. Murphy Shows, F. J. Murphy, Mgr., Haverstraw, New York.

George L. Dobyns Shows, Geo. L. Dobyns, -Mgr., York, Pennsylvania.

Gooding Amusement Co., F. E. Gooding, Mgr., Columbus, Ohio.

John Francis Shows, John Francis, Mgr., Houston, Texas.

Joyland Exposition Shows, Steinberg & Zotter Owners, Ryan, Oklahoma.

Levitt-Brown-Huggins Shows, Seattle, Wash.

Reiss Shows, H. G. Melville, Mgr., Augusta, Georgia.
thwestern Shows, F. L. Flack, Mgr., Detroit, Michigan.
liam Standard Shows, Ben Williams, Mgr., lew York.

'he Managers of these Companies believes having the large size portable BIG ELI eel, they create more interest on the Midy.

'hen there are owners who operate their No. BIG ELI Wheels in Parks during the Park son and during the Fall, Celebrations and rs. Two 1925 BIG ELI Wheel Owners rating their Wheels in this way were W. Lord, Barnesville, Pennsylvania and F. Mason, Plymouth, Michigan. These Wheel ners found the No. 12 size BIG ELI practical either Park or portable use.

'or a Park Wheel the No. 12 BIG ELI is y popular. Some Wheels of this size in ration in Parks throughout the country owned by:

A. Zeigler, Redondo, Washington.
H. Steffens, Oakland, California.
zimmons & Kerstetter, Salem, Virginia.
L. Hine, St. Paul, Minnesota.
Olympic Park, Irvington, New Jersey.
T. E. Kerstetter, York, Pennsylvania.
Vern Spannagel, Ocean View, Virginia.

These men prefer the No. 12 to any other size BIG ELI Wheel for Park use.

This size BIG ELI has always been most popular among foreign buyers. No. 12 Wheel are operated in the following foreign countries:

Bombay, India.
Buenos Aires, Argentina, South America.
Columbia, South America.
Durban, Natal, South Africa.
Merida, Yucatan, Mexico.
Montevideo, Uruguay, South America.

This list of Wheel owners and locations is given you to let you know that the No. 12 BIG ELI is a Wheel that can be used in any location for permanent or portable use. As it was the original Model BIG ELI Wheel (the first Wheel built was a No. 12) it has remained popular continuously down through the years. A goodly number of No. 12 BIG ELI Wheels are sold and shipped from the BIG ELI Factory each year. We will be glad to tell you something of the profit earning ability of this size BIG ELI Wheel. Ask for more information about it.

"A Little Nonsense Now and Then Is Relished by the Wisest Men."

MOST DOUBTLESS

Neither Sambo nor Rastus could read the e of day-nor anything else-but Sambo had ice big Ingersoll which he exhibited with a at air of superiority.

"What time am it?" said Rastus.

ambo hesitated and then extended the e piece and said, "Dar she am."

Rastus looked at it carefully and said, am if she ain't."

CORRECT!

There's a place for everything except your es at a movie.

ANOTHER BRIGHT ACT!

A green brakeman was making his first on the logging railroad up in the mountain. ey were going up a very steep grade, and h unusual difficulty the engineer succeeded reaching the top. At the top of the grade engineer said to the brakeman, with a of relief:

"Well, I tell you what, we had a job to get up here, didn't we?"

"We certainly did," said the new man "and if I hadn't kept the brakes on all the way up, we'd have slipped back."

Johnny had been the guest of honor at a party the day before, and his friend, Paul, was regarding him enviously.

"How was it? Have a good time?" he asked.

"Did I?" was the emphatic answer. "I ain't hungry yet!"

MAKES A BIG DIFFERENCE

Teacher—"Now, children, how old would a person be who was born in 1889?"

Pupils (in chorus)—"Man or woman?"

HE CAME OUT ON TOP

"Have any of your childhood hopes been realized?"

"Yes. When mother used to comb my hair I wished that I didn't have any."

No. 5 BIG ELI WHEEL

Last month we told you about the BIG ELI No. 5 as a profit earner, and gave receipts on three BIG ELI Wheels operating in different territories last year. If you haven't read that article turn to page 34 of the March number and read it now. If your copy of March BIG ELI NEWS is not at hand we will be glad to send you another copy upon request.

In the small space given for this statement we want to tell you of the success of the No. 5 BIG ELI as a ride operated with other riding devices at Celebrations, Home Comings and Fairs. Notice the picture and see how the No. 5 BIG ELI stands high above the other rides. This feature is an attraction in itself as it draws patrons to the ride.

As Mr. R. E. Barnett says: "Wherever he goes he sees BIG ELI getting its share of the money." Any riding device owner will tell you that the BIG ELI is a popular riding device and is in demand by Fair and Celebration Secretaries everywhere. If you are a ride owner attempting to book a Celebration or Fair and give the Secretary a list of your rides he will always expect that list to include a BIG ELI Wheel.

The No. 5 BIG ELI has proven a great favorite for independent ride men. These men operate their rides at Celebrations and Fai but do not own an organized Amusemer Company. The following list of No. 5 BI ELI Owners is taken from our records an covers various localities of the United State All of these men operate their BIG ELI Wheel with other rides.

R. C. Lee, Box 1219, Hendersonville, Nort Carolina.

W. H. Forsythe, 1205 West Mountain Avenue Fort Collins, Colorado.

R. T. Dowis, 324 Platte Street, Sterling Colorado.

P. M. Rumble, Petersburg, Indiana.

G. E. Honold, 764 Page Street, San Francisco California.

J. C. Weer, 310½ E. Penn. Avenue, Soutl Bend, Indiana.

R. O. Couch, Monteith, Iowa.

J. A. Dalziel, Box 10, Sarnia, Ontario, Canad

Wayne Hale, Lenox, Iowa.

Arthur G. Wilbur, General Delivery, Nort Adams, Massachusetts.

E. Z. Reading, 700 McFerrin Avenue, Nash ville, Tennessee.

James W. Bowe, 8243 Avalon Avenue, Chicag Illinois.

If you are considering buying a new ridin device select the names closest to you an

rite the owners and ask them what they ink of the BIG ELI Wheel as a practical ding device. Or if possible go and see one f these Wheel owners and ask him about ie No. 5 BIG ELI.

There are four all important questions in onsidering the purchase of any riding device. irst: Does it pay an adequate profit on the ivestment? Second: Are the mechanical eatures of the Ride properly built or just finished in a hap-hazard way? Third: Is the ride built interchangeable for quick, portable handling? Fourth: If given the proper care will the ride last and continue to give good service?

Ask these questions of the ride men whose names we give you. We are not afraid but that their answers will be favorable to the No. 5 BIG ELI Wheel.

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the eason of 1926. We do not guarantee these locations other than to give their names and addresses and such data as has been furnished us. Write us asking for address and information n any individual booking by number as given in the list. (For example you desire information n Virginia Beach ask for particulars on No. 9.)

1. Boardwalk Park.
2. Colonial Lake Park.
3. Forrest Park.
4. Checker Exposition Shows.
5. Mayflower Grove Park
6. Riviera Pleasure Park, Inc.
7. St. Clair Park.
8. Sea Breeze Park.
9. Virginia Beach.
0. White City Park.
1. Sesquicentennial International exposition
2. Corey Greater Shows.
3. Morasca Circus & Bazaar.
4. Metro Bros. Shows.
5. Wonderland Amusement Park.
6. Edgewater Beach Park.
7. Great Western Shows.
8. New Mahoning Park.
9. Maple Point Park.
0. National Amusement Co.
1. Shawbush Amusement Co.
22. Cool Coosie Park.
23. Lakewood Park.
24. LaMance's Attractions.
25. Blanche Amusement Company.
26. Modern Amusement Co.
27. Riverview Park.
28. Trade at Home Exposition Enterprises.
29. Illini Beach.
30. Dreamland Gardens.
31. Dayton's Amusement Park.
32. Fairmount Park Amusement Company.
33. Larick Lake Park.
34. Ontario Lake Park.
35. Majestic Producing Company.
36. Acme Amusement Corporation.
37. Great Eastern Shows.
38. Capitol Park.
39. Fontaine Ferry Park.
40. New Point Comfort Beach.
41. Al Fresco Amusement Park.
42. Milton Gardens.

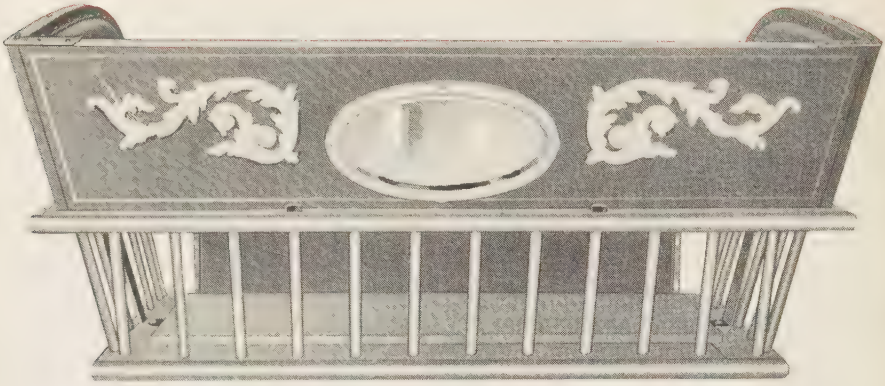
Sullivan Adjustable Turnbuckles

(Patented June 20, 1922)

Now Standard Equipment on all New Model BIG ELI Wheels

This improvement has been a real time saver in erecting and taking own Wheels. We have these turnbuckles in stock and can ship them n any quantity, promptly.

7/16 in. Mall. Patented Turnbuckles, each - - $1.10
7/16 in. Mall. Patented Turnbuckles, lots of 50 $50.00



Special Decorations for BIG ELI Seats

We have these decorations in stock finished to match red and green or white enamel BIG ELI Seats. They consist of two end scrolls, two back scrolls, and an oval mirror frame all laid in genuine gold leaf. The mirror is 6 x 12 inch size, finest quality bevel plate glass.

One owner told us that these decorations on his seats paid for themselves many times by adding to the flash of the BIG ELI Wheel and increasing his receipts.

Decorations can be added to your seats in a short time without difficulty.

Ask for Information and Prices.

ELI BRIDGE COMPANY
Builders of Dependable Products

Jacksonville Illinois

An ELI Power Unit

is dependable power for your Ride. Many owners have standardized on ELI Power Units for all of their rides. We invite your complete investigation of this practical Power Unit.

BIG ELI NEWS

Jacksonville, Illinois May 1926

C. E. Wood's No. 5 BIG ELI Wheel

NEWS FROM THE RIDES

Mr. and Mrs. Walter J. Dick and little son of Kempton, Indiana, visited for a few hours at the BIG ELI Factory on March 18th. They drove through from Kempton and indicated they enjoyed the trip very much. Mr. Dick is contemplating the purchase of a No. 5 BIG ELI Wheel at a later date. He is a regular reader of BIG ELI NEWS.

C. E. Wood, BIG ELI No. 5 Owner of Jacksonville, writes from Alabama that he has opened his season with the Wheel and that business in that territory is fair. Mr. Wood's Wheel is booked with the Wade & Schafer Shows of which Mr. R. L. Wade is Manager. A picture of Mr. Wood's BIG ELI is shown on the Front Cover of this issue. C. E. Wood, himself, stands beside the Ticket Box.

BIG ELI Owner, Louis W. Reynolds, writes from Florida that the E. W. Weaver Attractions with which Mr. Reynolds' BIG ELI is booked will soon leave that territory and return to Pennsylvania for the regular Spring opening. Mr. Reynolds expects to be with the Weaver Attractions for the seaon of 1926.

BIG ELI Owner, Charles Oliver, and Mr. O. F. Karbe of St. Louis drove to Jacksonville and visited with us on March 25th. Mr. Oliver is adding some Amusement equipment to his already numerous riding device property. We were glad to have these men with us to look over the BIG ELI Factory.

Simon Caceres of Merida, Mexico, recently wrote us of his continued success with his BIG ELI Wheel. This is what he says: "It is certainly a satisfaction to know that the BIG ELI is working in a satisfactory manner in little towns in the interior of the State where the inhabitants are only Mayan Indians." A photograph of Mr. Caceres BIG ELI Wheel was recently shown in our magazine and he promises us additional photographs as he is able to secure them.

J. A. Montgomery will have his BIG ELI Wheel with the Fleming Shows for the 1926 season. This Company opened in Cincinnati, Ohio, on April 17th. Jack Raney is in charge of Mr. Montgomery's BIG ELI Wheel.

A. L. Mansfield of Faison, North Carolina has purchased from H. V. Rogers a No. 1 BIG ELI Wheel. We welcome Mr. Mansfield into the BIG ELI Family of BIG ELI Wheel Owners and wish him success with his BIG ELI.

A 1926 Model No. 16 BIG ELI Wheel was shipped on March 17th to Mr. A. V. Johnson, Santa Monica, California. Mr. Johnson expects to erect and operate this Wheel on the Santa Monica Pier and is looking forward to splendid business with it.

Mr. R. E. Rogers, BIG ELI Operator, who was with the J. W. Hildreth Dixieland Shows for 1925 is now located in Fort Myers, Florida. Mr. Rogers is an experienced BIG ELI Wheel Operator.

Hal Graham of the Prairie State Amusement Company recently wrote us from Onarga, Illinois, his Winter Quarters, and included this statement, "I am hoping this will be the biggest season I have ever had." Mr. and Mrs. Graham are now working in Winter Quarters preparing for the opening of the 1926 season.

A 1926 Model No 5 BIG ELI complete was shipped on March 19th to Harry P. Fisher of Toledo, Ohio. Mr. Fisher will manage his own Company for the coming season in and around the city of Toledo.

How are BIG ELI Seats and Ticket Offices finished? Read about our method of painting on pages 55 and 56 of this magazine.

BIG ELI Owner, Henry J. Pollie, of the Zeidman & Pollie Shows recently mailed the Editor a neat Folder in the form of a "Court Summons." This Summons required the recipient to appear at the opening of the Company at Savannah, Georgia, April 3rd to 10th. The Folder is well written and explains the merits of the Zeidman & Pollie Expositions.

We would like to have been with Friend Pollie at the opening but not finding it possible to be there in person sent our best wishes for an auspicious opening and a prosperous season.

F. L. Flack, Mgr. Northwestern Shows, of troit, Michigan, reports having opened season with his three rides on Friday, rch 19th. On the Sunday following he orts business good and quite a fair increase r opening Sunday of 1925. Mr. Flack es us some figures on the receipts of his es showing the proportion of this increase r one year ago. He reports that after his ening winter weather conditions interferred y much with operation of the rides.

consolation to receive the many flattering letters of recommendation and welcome to these cities. I am confident that "Hill's Fun Rides" will be more successful with each year.

You people have been wonderful to me, I don't think that I can never forget it. It is no wonder that every trouper speaks so well of the ELI BRIDGE COMPANY and it's personnel."

Mr. Hill has had his rides in operation during the entire winter, and reports a profitable season with the No. 16 BIG ELI Wheel.

Hugh Hill's No. 16 BIG ELI Wheel

IG ELI Owner, Hugh W. Hill, sends us this ure taken at Brookhaven, Miss., where his s operated on a location owned by the sbyterian Church. Notice the Church in background. Mr. Hill has this to say in letter of March 7th. "I have played some derful locations. Here's a picture taken n we played Brookhaven. The Wheel is ted on a lot belonging to the Presbyterian rch and we are right back of the Post ce and Methodist Church also. I feel that is a credit to me operating clean amuseits for I never have any trouble playing a n that I select and I never have to pass up a n on account of not being wanted. While sibly have not made the money that I ld have made otherwise, yet it is quite a

Do you know about the new enclosed type ELI Power Unit? Read about it and see the pictures on Pages 58 and 59.

Here is a report of four days on the No. 5 BIG ELI Wheel at an Eastern Celebration in 1925.

September	1st—	$ 88.85
"	2nd—	146.60
"	3rd—	191.10
"	4th—	68.45
Total		$495.00

Average per day $123.70

Not a record run on a BIG ELI Wheel but an indication of the possible earning power with a No. 5 size BIG ELI.

W. A. Gibbs opened his season with the W. A. Gibbs Attractions at Afton, Okla., on April 10th. His latest addition to the Mid-Way is a New Tone Air Calliope which we shipped to him on April 1st.

Manager Gibbs swears by the BIG ELI Wheel and keeps this ride in first class condition at all times.

Is the No. 16 BIG ELI a good investment? R. M. Neel thinks so. Read about this Wheel on Page 53.

White Rose Park, York, Pa.

James Helms, BIG ELI Operator, send us the enclosed photograph with the following comments: "Am enclosing photograph of White Rose Park, York, Pennsylvania, as it looks at the present." The Wheel shown in the background is the property of Mr. T. E. Kerstetter. White Rose is a new Park and extensive plans are being made for the opening of the 1926 season. Mr. Kerstetter has considerable interest in this new Park location.

An old Scotch gentleman was taking his wife up for a ride in an airship and before starting, the pilot told them there would be an extra charge if either of them made any noise. After coming down, and the old gentleman was paying his bill, the pilot said, "Well, there will be no extra charge, as neither of you yelled." "No," said the old Scotchman, "but I almost yelled when we lost the auld woman."

BIG ELI Owner, Noble C. Fairly, of t Noble C. Fairly Shows, Ft. Smith, Ark. a nounced the opening of his 1926 season as fl lows: "Just a note to state that our 19 season opened here last night to very nice bu ness. I am indeed more than pleased with n Wheel it sure is a beauty since it is up in t air. Our friend H. K. Davidson was over see us last night and today and he thinks t new seats are great. He spent most of time at the Wheel."

Mr. Fairly has reported some nice busin on his BIG ELI Wheel since the opening da showing that he is making a good start towar a successful season of 1926.

E. T. Baird and Henry Tyler of St. Pa Minnesota, have purchased a latest Mo BIG ELI Wheel. They expect to move th rides by truck from one location to anot and will open their season on or about May 1

Stephen Clough advises that he has book his BIG ELI No. 5 with the John F. Dehn Shows which opened their season Covington, Ky., April 24th. He is looki forward to a good season of 1926.

Mr. Orville Miller of Spencer, West Virgin was a visitor at the BIG ELI Factory April 9th. Mr. Miller came to place order for a No. 5 BIG ELI Wheel. T Wheel was shipped from the BIG ELI Facto April 13th and opened the season with t Harry Copping Shows April 24th at Syk Pennsylvania.

Orville Miller has been in the Concessi business for a number of years and has h Concessions with the Copping Shows. T year he has added the BIG ELI Wheel to other business interests. He is a live w Amusement man and enjoyed his visit at t BIG ELI Factory.

A CHOICE OF TERMS

The track supervisor received the follow note from one of his track foremen:

"I'm sending in the accident report Casey's foot when he struck it with the spi maul. Now, under 'Remarks', do you wa mine or do you want Casey's?"

No. 16 BIG ELI WHEEL

Mr. R. M. Neel, being engaged in another e of business, had no experience with a G ELI Wheel until the season of 1925. st year he bought a No. 16 BIG ELI and ated it at Crystal Beach Park, Crystal ach, Ontario, Can. Mr. Neel continued th his other work and made frequent trips the BIG ELI which was managed by an perienced operator.

BIG ELI Wheel No. 16

The picture shown on this page will give you me idea of the location he had for the Wheel, cing the lake opposite Buffalo, New York. decorative fence, the Wheel with white amel seats and special decorations, making very fine outfit.

On account of getting a rather late start and eather conditions being against him Mr Neel d a rather short season at Crystal Beach, t he writes us that he is looking forward to much better season this year and is well eased with the No. 16 BIG ELI.

In a recent letter Mr. Neel indicates that he s hired an experienced BIG ELI Operator d also has this to say about his plans for the ming season. "We will profit from our periences of last year. My brother from Denver will be in charge of the Wheel again this year, and my son will also help out so you see I am all fixed for the season. I will be at Buffalo and this will give me a chance to be in touch with the Wheel daily, which will be better than last season as I was too far away to be of much assistance."

Here is the experience of one man who purchased a No. 16 BIG ELI and started in the business without previous experience and was well pleased with his Wheel and is looking forward to a good season of 1926.

Another No. 16 BIG ELI Wheel purchaser had a similar experience. Mr. E. R. Sherard of Warren, Illinois, purchased a No. 16 BIG ELI Wheel in June 1925. Previous to that time he had had no experience in the Amusement Business. He took his Wheel to Summit Beach Park, Akron, Ohio, where he secured a term contract and started in operation June 20th. On July 23rd Mr. Sherard wrote us. "I am very well satisfied with business since I started. It has really been better than I expected." Then in August he advised. "Yesterday, I had a big day, it being School Children's Day. I had 2422 children and 300 adults from 10:30 to six o'clock."

This is the actual experience of what two No. 16 BIG ELI Wheel Owners without previous experience report. We could use pages of space telling you what we believe the BIG ELI Wheel will earn in a day, week, month or a season, but the actual experience of owners is what counts and we site these cases to you to let you know the possibilities in good Parks with BIG ELI Wheels. Refer to page 57 and see the long list of Parks wanting a BIG ELI Wheel. We would be glad to give you information on any of these Parks on the list and there are some fine locations where a BIG ELI Wheel would do splendid business each season.

It doesn't require years of experience to successfully operate a BIG ELI Wheel. First class Amusements are in demand. People want clean Amusement and the BIG ELI furnishes that. Get your Wheel well located, operate it to please your patrons and it will be successful. There is no secret to success with a BIG ELI—it is a legitimate business that will pay a real profit if properly managed.

BIG ELI NEWS

Volume 11 No. 5

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

Consider with me the growth of the Outdoor Amusement Business.

We recently checked over a list of more than six hundred major Outdoor Amusement Parks, and when we add to that list more than two hundred Traveling Amusement Companies and many independent Amusement Ride Men we begin to consider the size of this established business which is growing larger all the time. To those Departments already mentioned add the Special Celebrations which go to make up a part of this great Outdoor Amusement World of ours.

To our surprise we learn that of the more than six hundred Amusement Parks in existence only seventy-five of these have BIG ELI Wheels. Just recently more than five hundred letters were mailed from the BIG ELI Office to other park Managers and it was gratifying to know how many of these are interested in locating a BIG ELI in their Park. This shows that only a few of these many splendid Amusement locations have been able to secure one of these attractive Amusement Riding Devices. Among the list of those wanting BIG ELI Wheels are fine locations where the ride owner would not only have a pleasant season but a profitable one.

Last year several BIG ELI Wheel purchasers placed their Wheels in good Parks and finished the season well satisfied with the Outdoor Amusement Business and their experience with it.

We ask our readers to glance over page 57 of this issue of BIG ELI NEWS and notice the long list of Amusement locations wanting BIG ELI Wheels. If you see any location or locations on which you would like to have information do not hesitate to let us know.

We not only desire to interest you in BIG ELI Products but to find for you a fine location for them. You will then profit by your investment and be satisfied users and we could not profitably have any but satisfied customers.

Recently a St. Paul, Minnesota, newspaper carried a news article indicating that Amusement Rides were going into the discard at Minnesota Fairs. This was the opinion of Fair Secretaries recently meeting in the City of St. Paul.

In our opinion either the Fair Secretaries were mis-quoted or have certainly failed to compare receipts as taken on Amusement Rides in the State of Minnesota for the past two years.

In this Office are actual reports of receipts taken on BIG ELI Wheels from that State for two years and by comparison we find that BIG ELI Wheels are still earning profits at good Minnesota Fairs.

How do these reports sound to you?

3 days at one Minnesota Fair in October 1925	$507.30
A four day Fair in September 1925	416.05
3 days in Minnesota during September	525.00

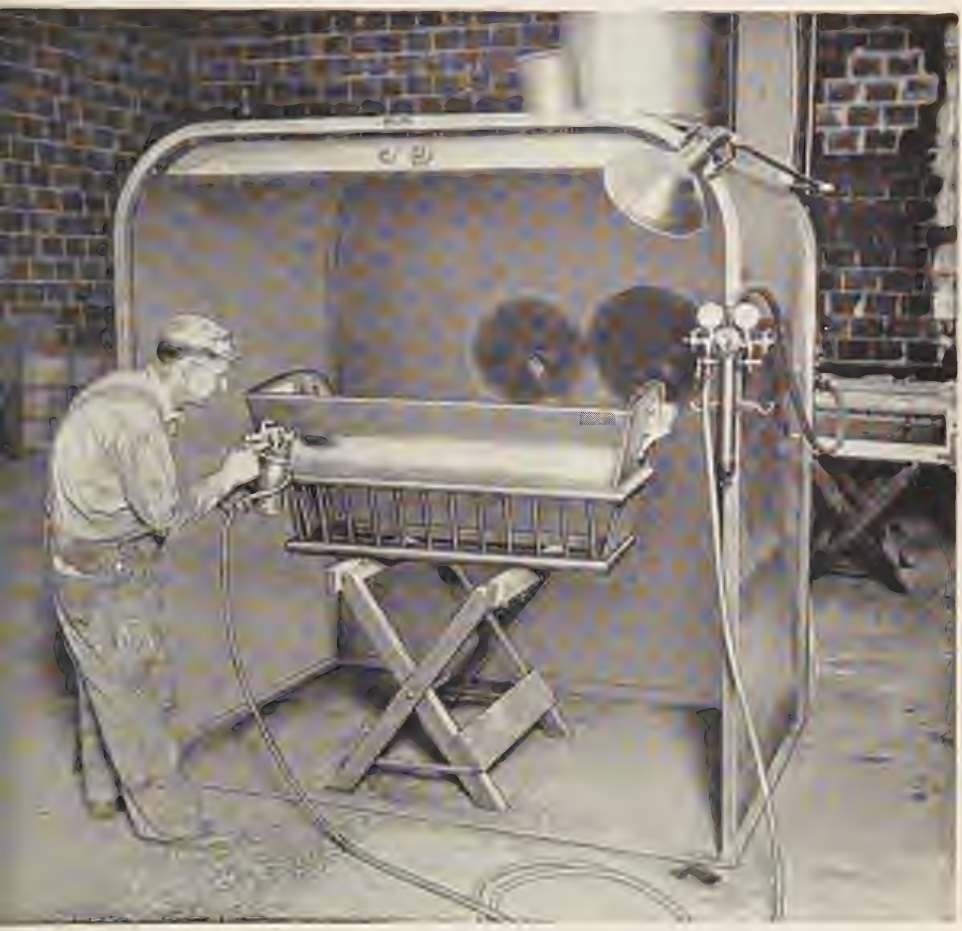
All taken on the same No. 5 BIG ELI. This surely doesn't correspond to the report of Fair Secretaries at their meeting.

Anyway, what is a County Fair but a place for friends to meet, view the exhibits, visit the Mid-Way, see the races and enjoy themselves generally? The average Fair is supported by the patronage. They will only support it if given attractions they want and certainly the rides are just as much a part of the Fair as the exhibits themselves. Fair time is Playtime. How can patrons play unless the proper attractions are furnished?

BIG ELI TALKS

)ur readers have no doubt all read of the ,ve the Surface" Campaign as launched the Association of Paint Manufacturers. s new method of painting BIG ELI Seats s more than cover surface as the paint is ven into the wood providing extra pro-tion not given by hand brushing.

attached to the spray gun and is applied smoothly in a fine spray. The paint is driven into the wood and all connections and joints are properly filled protecting the surface as well as making a fine appearing finish. By the present method no brush marks are in evidence. The surface is smooth and polished



New Method of Painting BIG ELI Seats

he Accompanying picture shows the meth-oy which Standard BIG ELI Seats, Baby Seats, white enamel seats and BIG ELI ket Offices are now painted.

'otice the air pressure dials attached to the d and the spray gun in the hands of the ater. The paint is contained in the can with an equal amount of paint upon every part of the entire surface. Notice on the seat in the picture the dark lines show where the paint has been applied and the light places on the Seat show where the painter has not yet covered the surface.

The cabinet shown with two large exhaust fans is used to carry the paint fumes away from the operator and to bring fresh air into the cabinet.

The former method of all hand painting was slow. We used every possible means of securing first class workmanship and did a fine job of finishing BIG ELI Seats by hand. At best this method was tedious and it was necessary many times to wait upon the finishing of BIG ELI Seats before BIG ELI Wheel shipments could be made.

The following is the method of painting standard BIG ELI Seats.

First, the priming coat, then a coat of lead and oil. Both of these are applied by the pressure spray method. Then a coat of wet putty is put on by hand. Following this a coat of flat color and then the color varnish. Then the special gold transfer decorations and numbers are put on and the seats are upholstered Following this there is the final coat of clear Master Varnish which is put on by hand as a protection to the finish of the upholstering material which might be spotted were the spray method used. Of course, several days are required for drying between the different coats of paint, as described above.

Here is a finished BIG ELI Seat, completely painted, decorated and upholstered. The seat shown in this picture was finished by the process which we describe in this article.

Some of our friends who have seen th method of painting were very much impresse with it, but ask us if more paint is not r quired by the Air Pressure Method. Ye more paint is required because some of escapes by the exhaust fan out of the lar exhaust pipe, but the finer, smoother and mo lasting finish more than overcome this loss material. Our main idea was to get as fi appearing and lasting finish on the BIG EL Seats as possible, and we know of no oth method of doing this than by the air pressu spray method.

Thus by this method the appearance of BI ELI Seats is better and the wearing qualiti are extended. It is always our intention use up-to-date methods in the BIG E Factory and this method of painting Seats a Ticket Offices is another step forward. Ne month we want to tell you about anoth improvement in our manufacturing proce that makes the New Model BIG ELI Whe better.

Yours for more Improvement on

BIG ELI Wheels,

Ben O. Goodhous

Sales Manager.

Have You Painted BIG ELI Yet This Year?

Notice these prices on first quality paints

Special ELI Aluminum Enamel, Gallon	$5.00
Special ELI Aluminum Enamel, ½ Gallon	2.60
Big Four Orange Yellow Paint for crates and boxes, Gallon,	3.20
Big Four Orange Yellow Paint for crates and boxes, ½ Gallon	1.85
Red Color and Varnish, for seats, Quart	2.00
Green Color and Varnish, for seats, Quart	2.00
Master Varnish for seats, Quart	2.00

Order shipped same day received.

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the eason of 1926. We do not guarantee these locations other than to give their names and addresses and such data as has been furnished us. Write us asking for address and information n any individual booking by number as given in the list. (For example you desire information n Virginia Beach ask for particulars on No. 9.)

1. Boardwalk Park
2. Colonial Lake Park
3. Forrest Park.
4. Checker Exposition Shows.
5. Mayflower Grove Park.
6. Riviera Pleasure Park, Inc.
7 St. Clair Park.
8. Sea Breeze Park.
9. Virginia Beach.
0. White City Park.
1. Sesquicentennial International Exposition.
2. Corey Greater Shows.
3. Morasca Circus & Bazaar.
4. Metro Bros. Shows.
5. Wonderland Amusement Park.
6. Edgewater Beach Park.
7. Great Western Shows.
8. New Mahoning Park.
9. Maple Point Park.
0. National Amusement Co.
. Shawbush Amusement Co.
2. Cool Coosie Park.
3. Lakewood Park.
4. LaMance's Attractions.
5. Blanche Amusement Company.
. Modern Amusement Co.
. Riverview Park.
. Trade at Home Exposition Enterprises.
. Illini Beach.
. Dreamland Gardens.
. Dayton's Amusement Park.
. Fairmount Park Amusement Company.
. Larick Lake Park.
. Ontario Lake Park.
35. Majestic Producing Company.
36. Acme Amusement Corporation.
37. Great Eastern Shows.
38. Capitol Park.
39. E. E. Noland Shows.
40. New Point Comfort Beach.
41. Al Fresco Amusement Park.
42. Milton Gardens.
43. Alabama Amusement Company.
44. Allen's Amuse-U Park.
45. Arnolds Park Iowa.
46. Boysen Bay Park.
47. Benson Park.
48. Belvedere Beach Amusement Park.
49. Bonnie Park.
50. Baird's Lake.
51. Broad Ripple Park.
52. Belmont Park.
53. Fairyland Park.
54. Crystal Beach Park.
55. Craig Beach Park.
46. Capitol Park.
57. Chippewa Park.
58. Camden Park.
59. Colerain Pleasure Beach.
60. Edgewater Park.
61. The Garden of Amusements.
62. Highland Lake Park.
63. Hague Park.
64. Homer Park, Inc.
65. Joyland Park.
66. Joyland Park.
67. Lake Hallie Park.
68. Lake Michigan Park.
69. Luna Park.
70. Lakewood Park.
71. Lakeside Electric Park & Exposition.
72. Liberty Lake Park.
73. Mounds Park.
74. Menlo Park.
75. New Long Branch Park.
76. Neptune Beach Park.
77. Oakland Beach Amusement Association.
78. Oak Grove Park.
79. Ramona Park.
80. Recreation Pier.
81. Radio Springs Park.
82. Rocky Point Park.
83. Sandy's Shows.
84. Seccaium Park Company.
85. Summer Garden Park.
86. Splash Beach Park.
87. Suburban Park.
88. Shady Grove Park.
89. C. Frank Stillman's Paradise Park.
90. Spring Lake Park Co. Inc.
91. Shellpot Park.
92. Sulphur Springs Park.
93. Shady Grove Park.
94. Tumbling Dam Park.
95. Wind Gap Park.
96. White City Park & Liberty Pier.
97. Wenona Beach
98. Willow Beach Park.
99. Wellston Park.
100. Walnut Gardens.
101. Wilson Recreation Park.

KIDDIE RIDES ARE CONSTANTLY BECOMING MORE POPULAR FOR MID-WAYS AND PARKS

Let us tell you about the Baby ELI Wheel designed especially for little folks

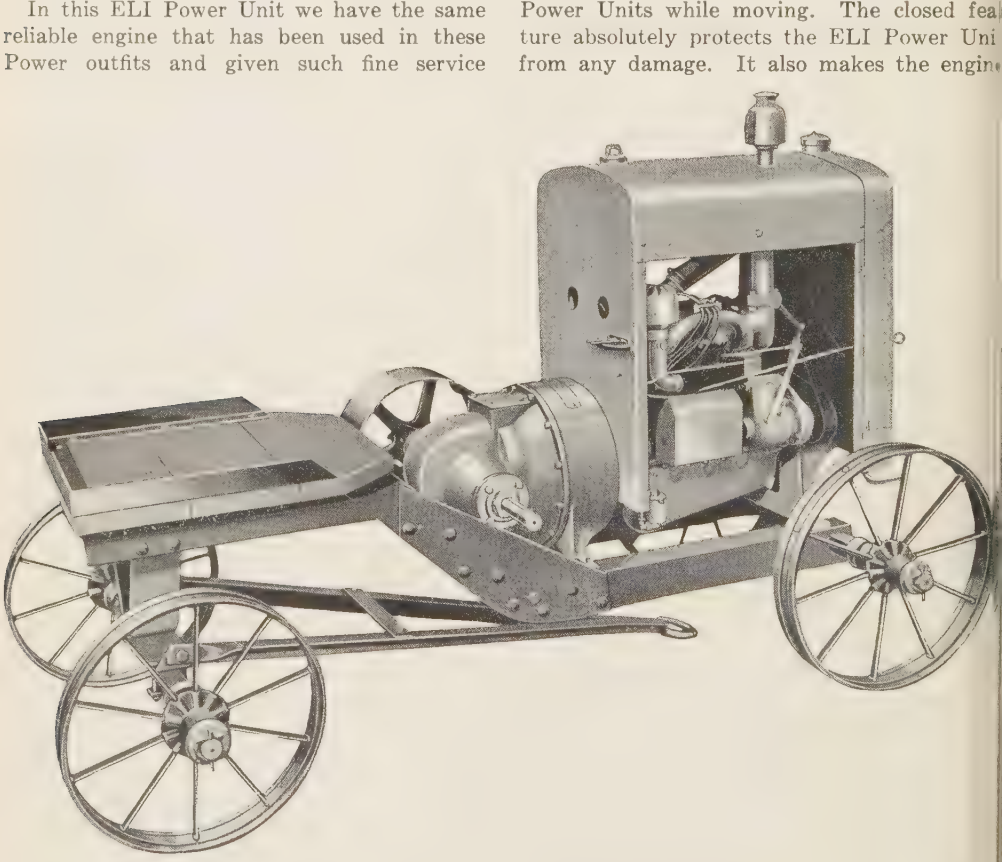
New Model ELI Power Unit

Were we to merely show you the pictures accompanying this explanation without comment you would recognize the splendid improvements in the ELI Power Unit as a portable engine outfit. This enclosed type Unit has a number of features that make it a most practical equipment.

In this ELI Power Unit we have the same reliable engine that has been used in these Power outfits and given such fine service since 1922. Previous to that tim we had used different makes of engines on BIG ELI Wheels, but never secured universal engine satisfaction until this 4 cylinder equipment was adopted.

The enclosed type. This protects the engine from unfavorable weather conditions and during a move from one location to another. The removable panels allow ample ventilation during operation. This also gives the operator an opportunity to keep the engine thoroughly clean at all times. When no in operation the panels may be placed in position and the outfit closed and locked to prevent tampering. Notice Photograph No. 2

Many times we have heard users object to other equipment being piled on or around thei Power Units while moving. The closed feature absolutely protects the ELI Power Uni from any damage. It also makes the engine



Showing ELI Power Unit with Side Panels Removed

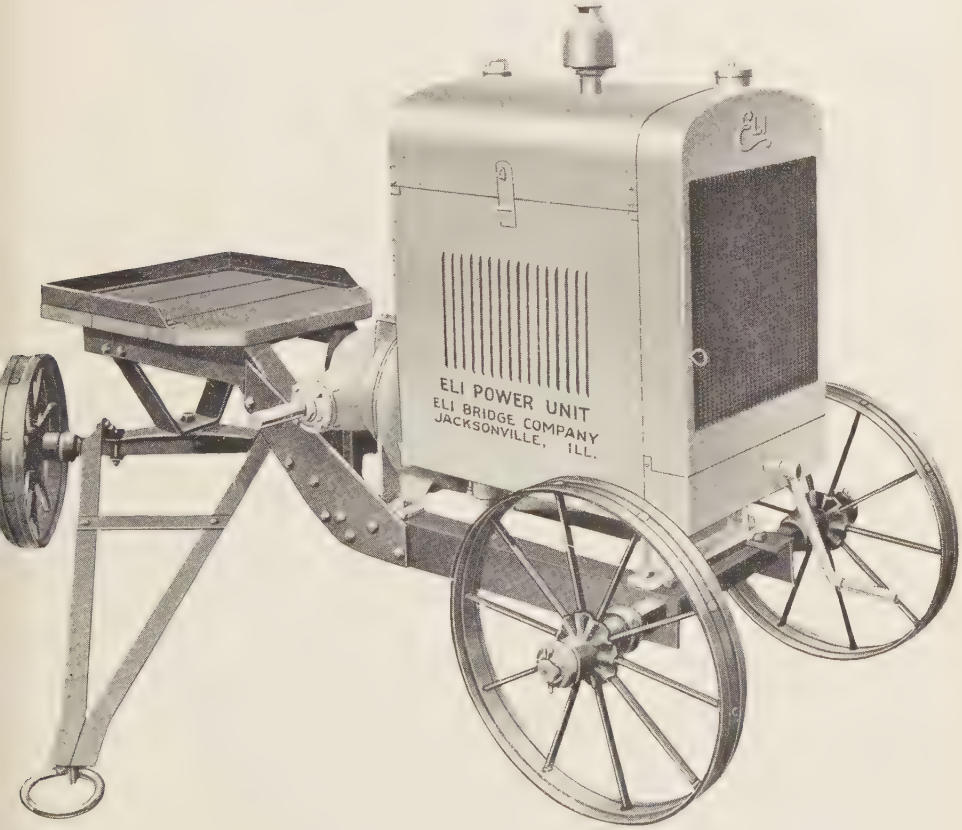
more fool proof and protects it at all time when the equipment is not in use.

FRONT PANEL. The front panel a shown in Photograph No. 1, has the ignitio switch with removable key. The dial o gauge is always in view of the Operator. Th hand spark and throttle levers are also place in this convenient location for the benef of the operator

Gasoline Tank. An oval gasoline tank r the engine is of six gallon capacity, and is llable from the top. The tank is equipped h gasoline strainer so that only clean gaso- enters the carburetor and engine. This is rotection to the engine itself and means ger life to the entire equipment.

Carburetor and air cleaner. The car- etor on the ELI Power Unit is a Kingston and is equipped with an air cleaner. This aner assures only pure air entering the car- etor, protecting the engine against foreign tter which would cause wear.

Crank Case. One gallon of oil is all that is needed in the crank case at any time. The oil level should be kept uniform by watching the float oil gauge, on side of crank case. Crank case should be drained frequently and fresh oil used.



Showing ELI Unit completely enclosed

Magneto. The Eisemann G. S.-4 high sion magneto is protected by shield a- nst dampness. This keeps it in condition service at all times.

Bevel gears and bearings. The trans- ssion gears run in transmission grease which o furnishes lubrication to a center bearing d a roller bearing on each end of counter- shaft. Transmission is easily reversible to change the direction of rotation of the pulley shaft. This special feature, which allows the changing of the shaft to run in either direction, makes the ELI Power Unit practical for operating any portable riding device.

Horse Power and Weight. The ELI Power Unit develops 16 h. p. on the belt pulley. Complete with ELI Steel Truck and outfit weighs 1172 lbs. Without truck the ELI Power Unit weights 622 lbs.

BIG ELI ENCLOSED TICKET OFFICE

A Safe, Comfortable and Attractive TICKET OFFICE
For your Ride
Knocks down in small space for Portable Handling

Height 6 feet
Width 3 feet 3 inches
Depth 3 feet 3 inches

Ask for Complete information and Price

CONSIDERING MUSIC FOR YOUR RIDES?

Let us tell you about the NEW TONE AIR CALLIOPE, a musical instrument that will draw crowds and increase your business. Can be furnished Portable for street advertising as well as on the ride

Request information and prices
ELI BRIDGE COMPANY
Jacksonville, Illinois

BIG ELI NEWS

Jacksonville, Illinois June 1926

NEWS FROM THE RIDES

OUR FRONT COVER

As our front cover picture this month we are pleased to show a No. 16 BIG ELI Wheel located at Forrest Park Highlands, St. Louis, Mo. This picture was taken during the afternoon of the opening day, May 2nd, this year. This No. 16 BIG ELI was located at Forrest Park Highlands by Mr. Charles Oliver who also has another Wheel of the same size at Fontaine Ferry Park, Louisville, Ky., and a No. 12 BIG ELI in a new Park located at The Chain-Of Rocks north of St. Louis.

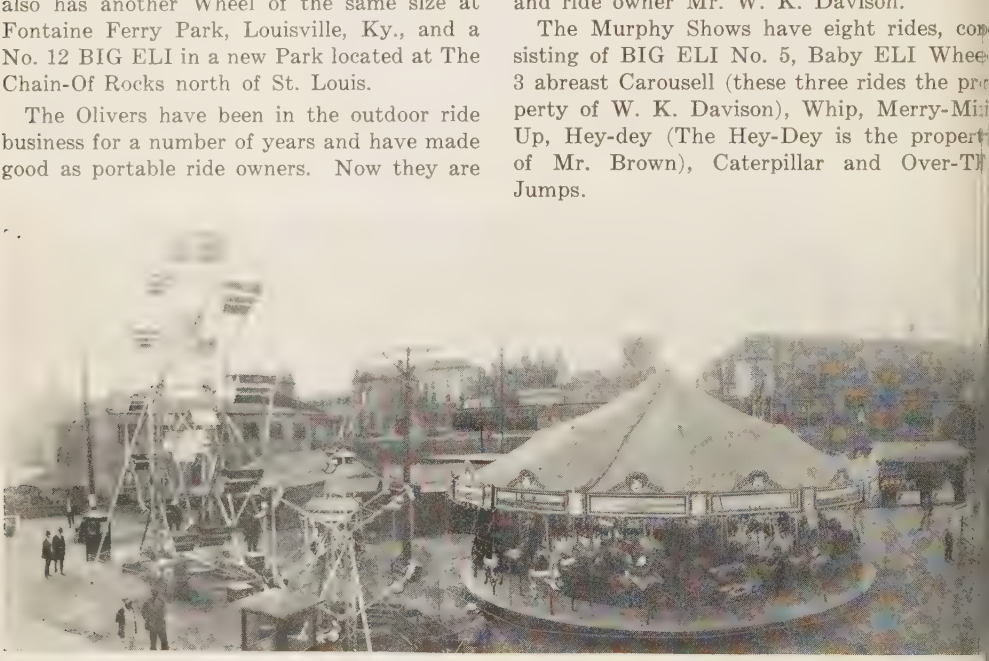
The Olivers have been in the outdoor ride business for a number of years and have made good as portable ride owners. Now they are entering the Park riding device business and expect to be even more successful in the future. We hope during the next few months to show our readers some pictures of Mr. Oliver's other BIG ELI Wheels.

In a recent letter received from a BIG ELI Owner, Thomas P. Littlejohn, he reports, "The old 1906 Model has just been enameled and gone over thoroughly for the 1926 season, and believe me she looks the part of a real Wheel and still capable of getting plenty of money." As our readers will notice, this is the 20th consecutive season for Mr. Littlejohn's BIG ELI Wheel No. 10.

The accompanying picture shows the com plete Mid-Way of the D. D. Murphy Show at Alton, Illinois, week of May 3rd.

Lee A Sullivan, Sec.-Treas., Ben O. Rooc house, Sales Mgr., and Otto Spieth, Offici BIG ELI Photographer, drove to Alton on th afternoon of May 4th and this picture of th Mid-Way is the result. While there the visi ors were entertained by Manager L. M. Broph and ride owner Mr. W. K. Davison.

The Murphy Shows have eight rides, co sisting of BIG ELI No. 5, Baby ELI Whee 3 abreast Carousell (these three rides the pr perty of W. K. Davison), Whip, Merry-Mi Up, Hey-dey (The Hey-Dey is the propert of Mr. Brown), Caterpillar and Over-T Jumps.



D. D. Murphy Shows at

On May 4th all the attractions were getti money for the evening's play and the Mi Way was certainly splendidly lighted and look very attractive.

During the evening W. X. McCollum, Pre Representative, was giving all the Alton Ne Boys a free round of the Mid-Way. Thursday afternoon of the same week t Orphans from the Catholic Orphanage we to be guests of the Management on the Mi Way.

The D. D. Murphy Show is among t leaders in size and flash and have been playi to good business since the opening of th season of 1926 in St. Louis, Missouri.

A BIG ELI Wheel No. 5 was recently hipped to John C. Lemoine of Rhode Island, nd when he received it on May 1st he wrote s in this way. "BIG ELI is best attraction n the Mid-Way and I am sure it is a money-etter. That Power Unit is a peach, it starts ght off and runs so smooth and different from he old engine I had on the——Wheel. I ill drop you a line after I get straightened ut and the two to going and will also send ou a picture of the Wheel and myself." Mr. emoine is a young BIG ELI Owner, being nly 25 years of age. He also owns a Carousell nd is very enthusiastic about the future of he amusement business.

Let us tell you more about the No. 16 as real riding device for Park use.

Here is a six day report of a BIG ELI No. 5 in central West territory, Week ending May 8.

Monday	$ 37.50
Tuesday	51.80
Wednesday	70.50
Thursday	57.00
Friday	61.50
Saturday	124.10
Total	$402.40

A good week's run for this season of the year.

E. R. Sherard, reports a good opening on his BIG ELI No. 16 at Summit Beach Park, Akron, O., on May 1st. Mr. Sherard is entering upon his second season with the BIG ELI Wheel in this Park location.

Alton, Illinois, May 4, 1926

A BIG ELI No. 12 was shipped on April h to Mgr. Irving J. Polack of the World t Home Shows. The shipment went to ancaster, Pa., the opening location of this ompany.

On April 1st we shipped a BIG ELI No. 5 Harry P. Fisher at Toledo, O. After re-iving the Wheel Mr. Fisher's operator, Mr. coolcraft, made the following comment on the IG ELI, "Must say this is the best looking Wheel I have ever seen, and Mr. Fisher is very roud of it and speaks very well of your firm." his is the comment of a BIG ELI Operator n a latest Model BIG ELI.

Mr. and Mrs. Ray Armstrong report from Detroit, Mich., that they have their BIG ELI booked with the Cote Wolverine Shows. They are permanently located in the city of Detroit for the present.

Hughey Brothers of Chicago, Illinois, opened their season with BIG ELI No. 12 and Carrousell on April 26th and reported that their first week's work was a good one.

NOTICE

Earl Wickham, former Whip operator with Great Patterson Shows, please communicate with W. K. Davison, c/o ELI BRIDGE COMPANY, Jacksonville, Ill.

Cecil C. Rice, Sole Owner, Rice Brothers Shows, sends us this snapshot of himself while the BIG ELI Wheel was being erected recently. Mr. Rice has been looking forward to a good summer season of 1926. He operated his Wheel some in the South during the winter but stated that weather conditions were against them. You can tell by the picture that he is still an optimist looking forward to better business in the future. When he sent this picture to us his comment was, "Yours truly, on the box, Cecil C. Rice."

Cecil C. Rice

Read about the enclosed type of ELI Power Unit on page 67 of this magazine. This tells you more about this up-to-date power outfit for riding device operation.

Here comes a report on a BIG ELI from Southern territory. For week ending May 8th.

Tuesday	$ 47.50
Wednesday	54.00
Thursday	47.50
Friday	41.90
Saturday	148.30
Total	$339.20

These are not exceptionally large receipts but show good business for this season of the year.

C. L. Todd of Nutterfort, West Va., who for years has been associated with his father in the riding device business, just informs us that the elder Mr. Todd has sold his BIG ELI Wheel and the Colonel and Mother Todd will have their Carousell in Seccaium Park at Bucyrus, O., this year.

T. J. Todd has been a reader of our magazine since the first issue in 1916. He sends the request to be kept on the mailing list and to receive BIG ELI NEWS regularly.

The Todds are riding device owners of many years experience. We naturally hated to lose them from the BIG ELI Family and hope they will decide to purchase another BIG ELI Wheel in the near future.

During the course of his letter C. L. Todd advises that since his father bought the BIG ELI in 1912 he has owned three Carousells first a track machine, then a 2 abreast Jumping-horse machine and later purchased a abreast Carousell.

Then he has this to say about the BIG ELI "The Wheel had good care but no better than the other rides. In my estimation there is no ride that is here to stay that will get a larger percentage of business for the price and operating expense than a BIG ELI Wheel. We sold the BIG ELI when it was fourteen years old."

Mr. Todd closed his letter with the statement that he expects to be in the concession business during the 1926 season. We wish these friends of ours much pleasure and good business in the future.

E. H. Fellows, BIG ELI Owner of Lancaster, N. H. calls our attention to an error in BIG ELI NEWS for April. In a statement of that issue of this magazine we said that Mr. W. K. Davison was probably the oldest continuous owner of a BIG ELI Wheel because Mr. Davison has been in the business continuously since 1907. Mr. Fellows now advises us that he has owned his Wheel since August 1st, 1906, and shall continue to operate it while he is on this earth. We acknowledge Mr. Fellows as the oldest continuous BIG ELI Owner from the point of service and hope he will operate his No. 12 BIG ELI Wheel for many years to come.

BIG ELI Wheels are money getters. Read about the No. 12 BIG ELI on page 70.

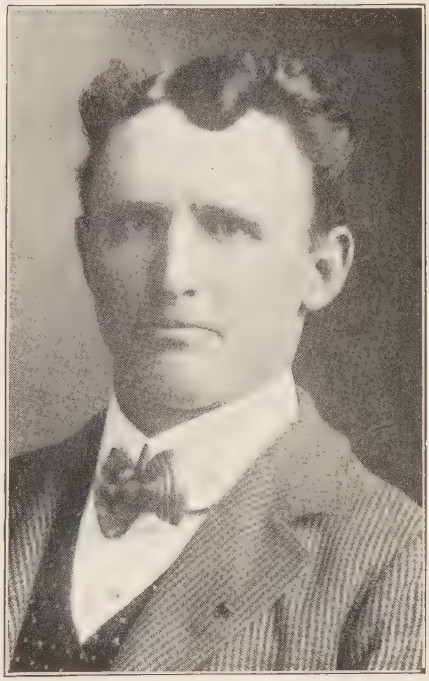
During the past few days along came a letter m a reader of BIG ELI NEWS who does t own a BIG ELI Wheel but has other ing devices. He commented on our May litorial and during his letter has this to say, While I haven't a BIG ELI as yet, therefore, ven't got in the big money class. I have a air-O-Plane and two track machines. Your agazine is performing a real service for the les because it is giving us advertising sug- stions and leading to an organization where- some of our troubles will be remedied we pe. I notice an extreme falling off of cut- roat tactics among riding device men since ur magazine has acquired a considerable culation among them." This letter is ned by Mr. Charles Weber, and we ap- eciate very much his opinion of May BIG LI NEWS and the work we are attempting do.

When R. H. Miner, Mgr., Miner Model ows, of Phillipsburg, N. J. received his G ELI Wheel he said, "Just to let you know at my ELI Wheel and Power Unit have rived and are erected. I say that it is a auty and I would not part with it if Icould t buy another one. Likewise, the ELI wer Unit. I have three rides and will say at BIG ELI is and has been the top money le of them all up to the present time. I ll also state that we didn't have any trouble ecting the Wheel as it went up like clock rk and I think it will be the top money tter of the season."

On May 5th, 1925, we shipped to Bernardo rdobes, Manizales, Colombia, S. A. a No. BIG ELI Wheel complete for portable eration in that territory. Mr. Cordobes ported to us that business on the Wheel as good and just one year and one day later ay 6, 1926, we shipped him a second No. BIG ELI Wheel in response to a cablegram der. This indicates the popularity of the G ELI in other locations than on the North merican Continent. These Wheels have en placed in operation in many other untries and to our knowledge have never iled to earn splendid profits for their owners.

Read more about the No. 12 BIG ELI on ge 70 of this issue of BIG ELI NEWS.

W. K. Davison is a ride owner of many years experience. He has operated a BIG ELI Wheel all over the South, in many northern States and in Canada. A picture of his three rides, BIG ELI No. 5, Baby ELI Wheel and 3 abreast Carousell appears on page 62 of this magazine. Mr. Davison has his home in Jacksonville, Illinois, and spends his winters around the BIG ELI Factory. He is a real booster for the BIG ELI Wheel and a regular reader of BIG ELI NEWS.



W. K. DAVISON

SO SAY WE ALL OF US

Loquacious Barber—And what would you like on your hair, sir?

Weary Customer—My hat, just as soon as you can manage it.

F'UM NOW ON YO' IS GONNA "WUZ"

"Ah suah does pity you," said a colored pugilist to his opponent as they squared off. "Ah was bohn with boxin' gloves on."

"Maybe you was," retorted the other," and ah reckon you's goin' to die de same way."

BIG ELI NEWS

Volume 11 No. 6

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

By the time this copy of BIG ELI NEWS reaches our readers practically all present owners of riding devices will have them in operation. The beginning of the season for portable amusement companies as an average for all parts of the country is during the month of May. The official opening for amusement Parks is Decoration Day, May 30th. Then independent ride men usually play a few still weeks before their celebration season opens on July 4th.

Riding device owners are looking forward into the future optimistically. Hoping for good weather and well-promoted celebrations and picnics. These things bring crowds to the Mid-Way and Parks and when the crowds are there the riding device owner feels he has a chance to make some profits.

What the season holds forth for you, of course, none of you know but we hope you have the ride ready, in first class condition, and that your desire for a prosperous year of 1926 will be realized.

Most amusement parks operate even before their official opening date as some parks open May 1st, others May 15th, although the official opening date is not until the 30th. About seventeen weeks is the total of the average park season in the U. S. Of course in extreme northern territory the season is shorter and in southern territory the season is longer, but we think the seventeen weeks average is about right for the park season.

Travelling amusement companies open about May 1st and close from October 1st to 15th and the total amusement season for this type of amusement organization is about twenty-five weeks, or almost one-half of the calendar year.

Then there are those who play late fairs in southern states until November or early December, then close for a few months before the beginning of another year. Some amusement men advertise that they have not closed in two or three years time as they operate the year round, north in the summer and south in the winter.

We have never advocated year round operation of riding devices as we feel there should be a closed season in winter quarters giving time to go over the rides, put them in first class condition, and for the ride owner to rest and get ready for another year's work.

A few ride owners play in the states during the summer and then go to South America early in the Fall for a winter season's work as the seasons in South American countries are exactly opposite to our seasons here, so this class of customer works practically the year round also, with the exception of the voyage time travelling to South American ports and returning.

The amusement season of 1926 is before us. What it will bring forth we do not know. However, let us enter it expectantly and with the hope for general good business and a normal season's experience.

RIDE OWNERS ATTENTION!

This year we will hold our fourteenth annual BIG ELI Contests on July 4th. These contests are for largest receipts on BIG ELI Wheels and other riding devices. They are held to create friendly-spirited competition between riding device owners and to show that business on different rides is growing better from year to year. We invite the attention of every riding device owner to these contests. The cash prizes offered total $50.00. There is no cost for entering the contests and every ride owner or manager who enters and does not win a prize gets a worthwhile souvenir

BIG ELI TALKS

Since our announcement of the new Model ELI Power Unit in May BIG ELI NEWS we have received many comments on it and a satisfying number of orders for shipment with BIG ELI Wheels and special orders for operating other riding devices.

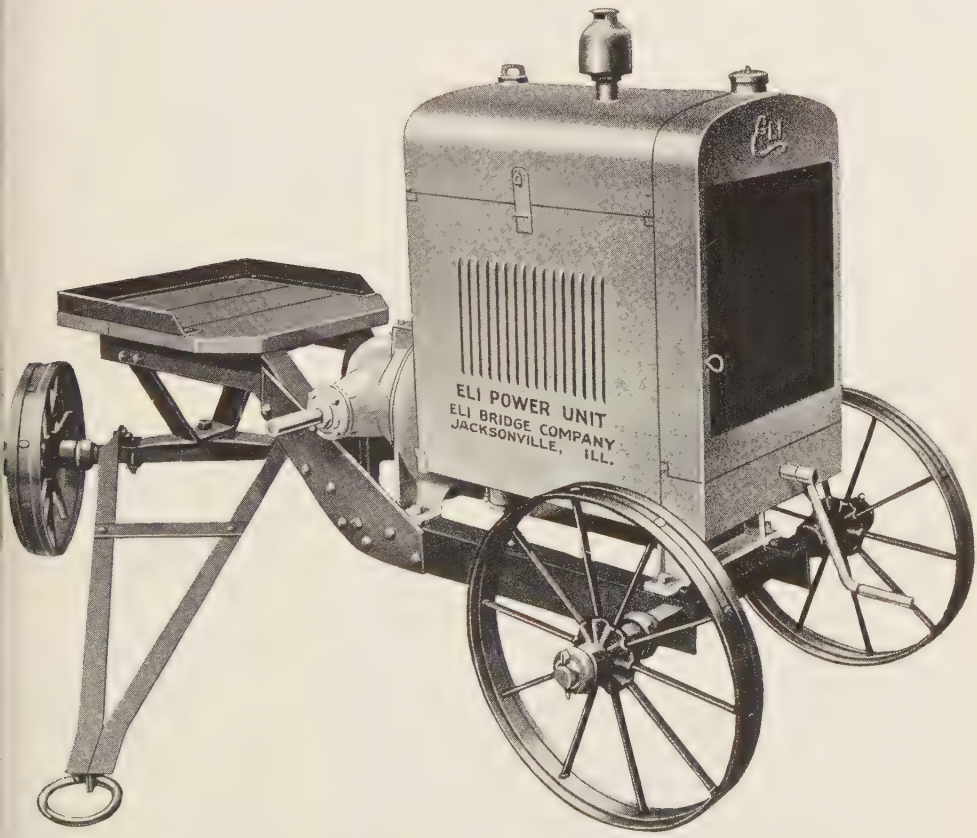
Such comments on the new enclosure type these have been reaching us. "That is one the finest improvements you have ever made."

first statements was, "I want one of those enclosed type engines."

Recent purchasers of these new type ELI Power Units for special shipment are George W. Traver, Bridgeport, Conn., George Yamanaka, Portsmouth, Va., Fred Brodbeck, Kinsley, Kan., and A. E. Doerr, Chicago, Ill., Mr. Doerr plans to use this Power Unit on his Whip.

CORRECTION

In the mention of the Power Unit on page 59 of May BIG ELI NEWS we specified that



ack Raney.) "That Power Unit is a Peach."
ohn C. Lemoine.)

When BIG ELI purchaser, Orville Miller, sited the BIG ELI Factory he immediately ated, "That is the engine I want."

Fred Kissel came to the BIG ELI Factory order a BIG ELI Wheel and one of his

it was equipped with a Kingston T-4 Carburetor. This statement was incorrect. This part of the specifications should have read as follows:

Carburetor and air cleaner. Carburetor on the ELI Power Unit is the *Zenith* T-4 and is equipped with an air cleaner. This cleaner

assures only clean air entering the Carburetor protecting the engine against foreign matter which would cause wear.

Since printing May BIG ELI NEWS we have also learned of another way by which the operator may secure better satisfaction from this type of ELI Power Unit. That is by leaving the panel sides in place while the engine is in operation. Notice the louvers (or slots) in the side of the panels in the accompanying photograph. These are placed at a sufficiently far distance from the radiator so that there is no danger of air being drawn in from the back of the radiator and merely short circuited to the fan. Therefore, by having the panel sides in place so that the louvers (or air slots) extend away from the radiator the circulation is through the radiator, over the engine and out through the slots in the side panels. This method keeps the engine properly cooled at all times, and the operator accordingly secures the maximum of satisfaction from his Power equipment.

Remember this is the same engine we have used successfully on ELI Power Units since 1922. We have only changed the base shortened the back geared counter-shaft and enclosed the engine fly wheel. Then the enclosure protects the engine and improves the cooling system.

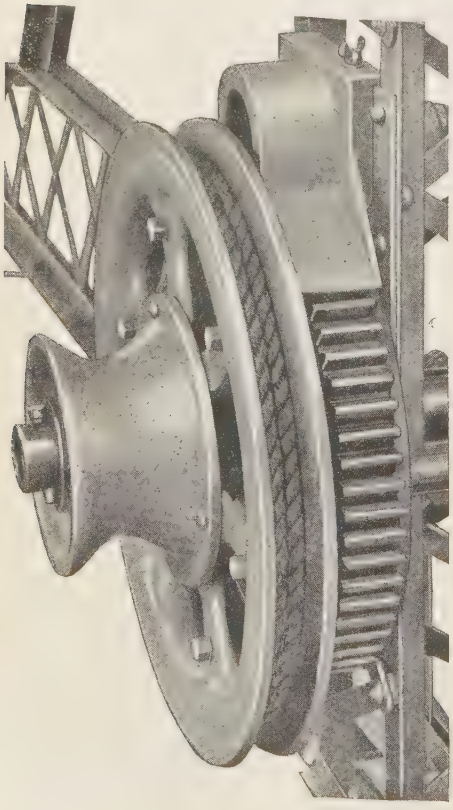
We solicit your further investigation of the ELI Power Unit as practical power equipment for any portable riding device.

Once you try the ELI Power Unit you will want more of these reliable engines as many riding device owners have standardized with the ELI Power Unit operating all of their rides.

Yours for reliable power equipment on riding devices,

Ben O. Goodhouse

Sales Manager.



ONE BIG ELI OWNER SAYS—

"We have 5 BIG ELI Wheels Our new Models have Gear Guards. We expect to place them on the other Wheels. We consider the Gear Guard a real improvement."

Price $6.25—ready to install

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville, Illinois

RIDING DEVICE OWNERS ATTENTION

This year, we are going to hold our h consecutive contest for receipts on BIG I Wheels and other riding devices. This a 4th of July contest but we include nadian National Day which is held on July . A number of ride owners are operating Canadian territory and their Celebration he same as our Independence Day in the ited States, so receipts from Canada re- ted on July 1st are accepted for the con- t. As July 4th falls on Sunday this year will accept reports for either July 3rd or , as some Celebrations will be held week June 28th and July 3rd will be Celebrated, ile others will be held week of July 5th l Monday will be considered the big day.

n 1925 we had more entries in the 4th of y contest than in any of the previous years our experience. With your cooperation can have an even larger contest this year. you are a riding device owner or a manager d in your entry now. Unless you enter contest before July 3rd it is impossible us to consider you in the distribution of zes.

Every riding device owner or manager ering this contest, whether he is a prize ner or not, will receive an appropriate venir to indicate our appreciation for your erest in this contest. Here are lists of the tests with cash prizes for each and the con- ons of entering.

Contest No. 1. The nine BIG ELI Wheel ners reporting the largest receipts on their chines, July 3rd or 5th, or if in Canadian territory, Canadian National Day, (July 1st,) from 7 A. M to 12 Midnight, there are the following prizes.

First	$10 00
Second	5.00
Third	3.00
Fourth	2.00
Fifth	1.00
Sixth	1.00
Seventh	1.00
Eighth	1.00
Ninth	1.00

Contest No. 2. For riding devices other than BIG ELI Wheels. Nine ride owners whose machines have the largest receipts on July 3rd or 5th, 1926, or in Canadian territory, Canadian National Day, (July 1st), from 7 A. M. to 12 Midnight, we will give the following prizes.

First	$10.00
Second	5.00
Third	3.00
Fourth	2.00
Fifth	1.00
Sixth	1.00
Seventh	1.00
Eighth	1.00
Ninth	1.00

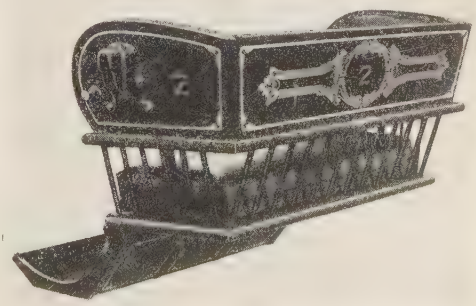
To be eligible for prize money your application to enter either one of these contests must be in our Office before 6 P. M. Friday, July 2nd, 1926.

There is no entrance fee, all ride owners are permitted to participate, and we hope you will send in your application without delay.

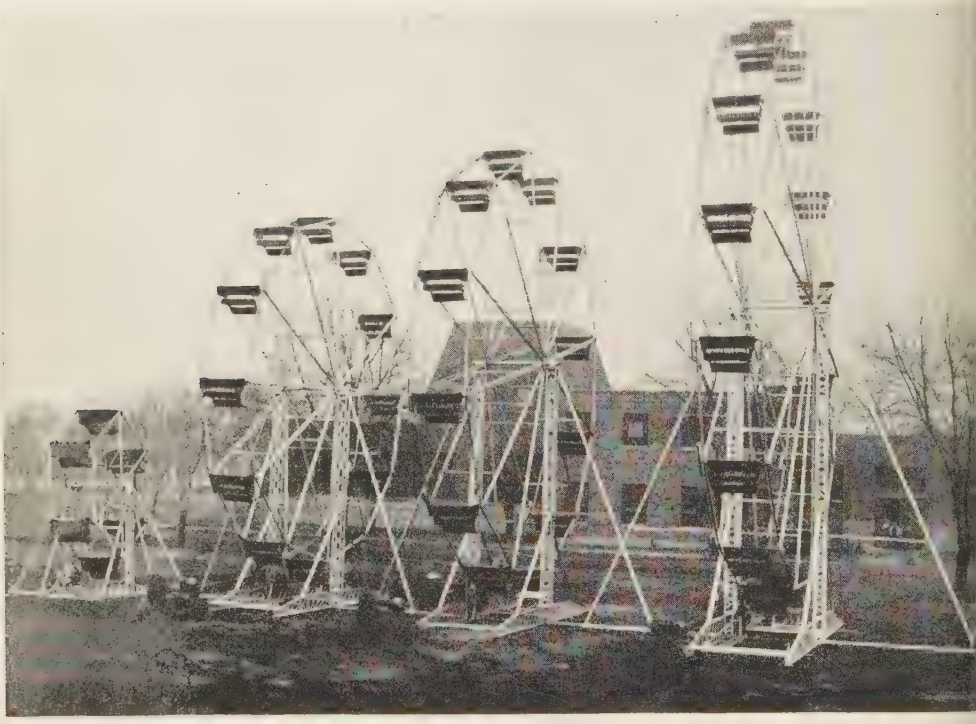
CORRECTION

n May BIG ELI NEWS on page 56 while cribing the painting process of BIG ELI ts we indicated that we were showing a ure of a standard BIG ELI Seat finished h the new spray paint method. In the rush work we failed to include the picture of the t and we show this picture with this cor- ion so that our readers may know that ndard BIG ELI Seats are now all finished the new spray paint method for fine ap- rance and long wearing qualities.

Not only do we use the spray method in nting the red and green seats, but the white mel seats are painted in this way also. It kes a smooth, even finish, of real lasting lity.



No. 12 BIG ELI WHEEL



No. 6 No. 5 No. 12 No. 16

If you were to ask us, "What size BIG ELI Wheel do you consider most practical for all purpose use?", our answer would be "The No. 12 BIG ELI."

This size BIG ELI Wheel can be operated as a real flashy ride in any up-to-date amusement park, then after the official Park closing date, Labor Day, the Wheel may be very readily moved out of the Park and play several weeks of fairs and celebrations in the near-by territory. Many owners have done this in the past years and have realized splendid profits.

The Writer remembers hearing Mr. W. E. Sullivan tell of his experience with the No. 1 1900 Model, BIG ELI Wheel. This Wheel was first operated for pay at the city Park in Jacksonville, Ill., on May 23rd, 1900. It was taken from here to Beardstown to play a 4th of July Celebration there. From Beardstown the Wheel was moved to Chautauqua, Ill., a permanent amusement park, and operated there for several weeks. Then it finished t season of 1900 playing celebrations and fairs, t last location being the Free Street Fair Veedersburg, Indiana

At the beginning of the season of 1901, t No. 1 BIG ELI was opened at an amuseme park in Peoria, Ill., and worked there un July 4th when the portable amusement seas was started. Likewise, the second BIG E Wheel, being a No. 12, was started in amusement park and afterwards operated a portable ride. Remember that these fi BIG ELI Wheels were not built inter-chan able like BIG ELI Wheels are today, but th were moved from one location to another a also spent part of the time in permanent musement parks.

In our 26 years of experience many p chasers have bought No. 12 BIG ELI Whe to do double duty. That is, work in the Pa during the Park season and as a portable Wh at the fair and celebration season. This s

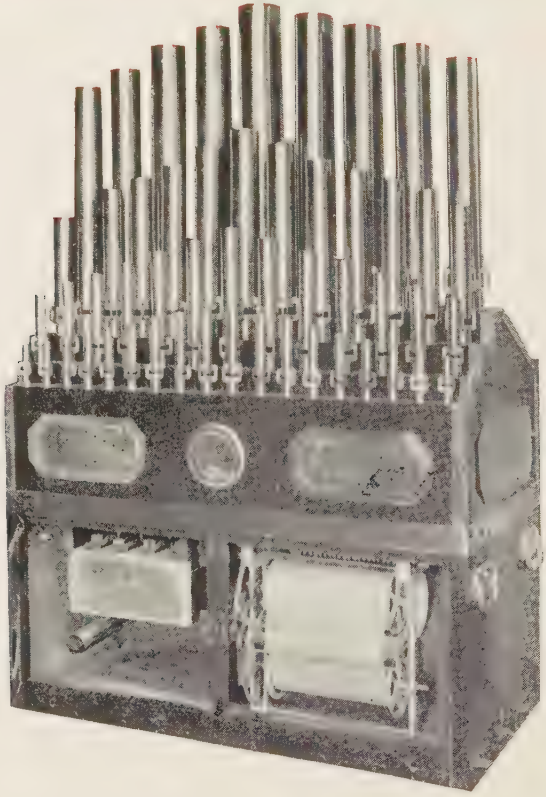
IG ELI can be operated as a real flashy ride n any up-to-date amusement Park, then aken to the Celebrations and Fairs where it nay be very readily used as a portable Wheel. Remember that the No. 12 BIG ELI has o more parts than the No. 5. Some of the arts are longer and heavier on account of the height of the Wheel, the No. 12 being 45 ft. 3 in. high while the No. 5 is 40 ft. 3 in. high.

Let us tell you more about the No. 12 BIG ELI as to weight, standard equipment, power equipment that you will know just how this Wheel may be used for double duty service.

BOOKING LIST

The following Parks and Amusement Companies want to book BIG ELI Wheels for the eason of 1926.

1. Boardwalk Park
2. Colonial Lake Park
3. Forrest Park.
4. Bon Ton Shows.
5. Mayflower Grove Park.
6. Riviera Pleasure Park, Inc.
7 St. Clair Park.
8. Sea Breeze Park.
9. Virginia Beach.
0. White City Park.
1. Sesquicentennial International Exposition.
2. Corey Greater Shows.
3. Morasca Circus & Bazaar.
4. Metro Bros. Shows.
5. Wonderland Amusement Park.
6. Edgewater Beach Park.
7. Great Western Shows.
8. New Mahoning Park.
9. Maple Point Park.
0. National Amusement Co.
1. Shawbush Amusement Co.
2. Cool Coosie Park.
3. Lakewood Park.
4. LaMance's Attractions.
5. Blanche Amusement Company.
6. Modern Amusement Co.
7. Riverview Park.
8. Trade at Home Exposition Enterprises.
9. Illini Beach.
0. Dreamland Gardens.
1. Dayton's Amusement Park.
2. Fairmount Park Amusement Company.
3. Larick Lake Park.
4. Ontario Lake Park.
5. Bacon's Pleasure Gardens.
6. Acme Amusement Corporation.
37. Great Eastern Shows.
38. Capitol Park.
39. E. E. Noland Shows.
40. New Point Comfort Beach.
41. Al Fresco Amusement Park.
42. Milton Gardens.
43. Alabama Amusement Company.
44. Allen's Amuse-U Park.
45. Arnolds Park Iowa.
46. Boysen Bay Park.
47. Benson Park.
48. Belvedere Beach Amusement Park.
49. Bonnie Park.
50. Baird's Lake.
51. Broad Ripple Park.
52. Belmont Park.
53. Fairyland Park.
54. Crystal Beach Park.
55. Craig Beach Park.
56. Capitol Park.
57. Chippewa Park.
58. Camden Park.
59. Colerain Pleasure Beach.
60. Edgewater Park.
61. The Garden of Amusements.
62. Highland Lake Park.
63. Hague Park.
64. Homer Park, Inc.
65. Joyland Park.
66. Joyland Park.
67. Lake Hallie Park.
68. Lake Michigan Park.
69. Luna Park.
70. Lakewood Park.
71. Lakeside Electric Park & Exposition.
72. Gordon Gardens.
73. Mounds Park.
74. Menlo Park.
75. New Long Branch Park.
76. Neptune Beach Park.
77. Oakland Beach Amusement Association.
78. Oak Grove Park.
79. Ramona Park.
80. Recreation Pier.
81. Radio Springs Park.
82. Rocky Point Park.
83. Sandy's Shows.
84. Seccaium Park Company.
85. Summer Garden Park.
86. Splash Beach Park.
87. Suburban Park.
88. Shady Grove Park.
89. C. Frank Stillman's Paradise Park.
90. Spring Lake Park Co. Inc.
91. Shellpot Park.
92. Sulphur Springs Park.
93. Shady Grove Park.
94. Tumbling Dam Park.
95. Wind Gap Park.
96. White City Park & Liberty Pier.
97. Wenona Beach
98. Willow Beach Park.
99. Wellston Park.
100. Walnut Gardens.
101. Wilson Recreation Park.
102. Laurence Harbor Amusement Beach.
103. Liberty Amusement Enterprises.
104. West Side Amusement Park
105. Councill's Central Park.
106. New Midway Park
107. Sacandaga Park
108. Metropolitan Shows.



New Tone Air Calliope

This instrument has become a very important addition to the Amusement business during the past few years. Can be operated with a ride or on a truck for advertising purposes. Built in 2 sizes---43 and 53 whistles. Automatically played paper music, latest up-to-date tunes.

Let us tell you more about this compact, musical instrument for your Ride or Midway.

ELI BRIDGE COMPANY, Jacksonville, Illinois

ATTENTION---Carnival Owners

Have you added any Kiddie Rides to your Midway this year? If not you are missing a worth-while attraction. Let us tell you about the BABY ELI---a real miniature BIG ELI---built for little folks.

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville, Illinois

BIG ELI NEWS

Jacksonville, Illinois July 1926

Our National Emblem

How beautiful and symbolic is our national emblem. The first flag ever created to represent a people. A flag that has never led our soldiers in a war of oppression, and yet one that has repeatedly unfurled itself in crusades of mercy, a flag that strikes a chill to the hearts of tyrants and that stirs anew the lifeblood of the human family! The red of this flag represents the precious blood of our fathers who gave us this nation, the blood of the patriots who preserved for us this nation, and the blood of the boys who gave the world this nation. The white of this flag represents the purity and the beauty of character of the women who bore the sons of America and wh sacrificed them that this nation might live The blue of this flag represents the loyalty t principle and the devotion to ideals of th citizenship which made this country possibl and which has enabled this government o free men to endure. This flag has neve known surrender and, with God blessing ou people with continued wisdom and courage it never will.

From an address by Justice Floyd E. Thomp son of the Supreme Court of Illinois, delivere on May 31st, 1926, at Roodhouse, Illinois.

NEWS FROM THE RIDES

BIG ELI Owner, E. Z. Reading reports having purchased a Thriller ride this spring. He says business is good and that they are looking forward to a big 4th of July with their three rides, BIG ELI, No. 5, Merry-go-round and Thriller.

A recent purchaser of a 1926 Model, No. 12 BIG ELI Wheel is C. E. Stilwell of Spokane, Wash. This Wheel was purchased for Mr. Stilwell's amusement resort at Liberty Lake Park, Washington.

Our Sales Manager met Mr. Stilwell at the National Ass'n of Amusement Park's Convention at Chicago last December. The purchase of this BIG ELI Wheel is the result of that meeting and conference.

E. J. Ybarzabal has had his BIG ELI Wheel and Carouselle at Golden Meadow, La., during the winter months. Mr. Ybarzabal indicates that he intends to leave Golden Meadow soon as he has a number of good celebrations and picnics booked for the season. He is a live wire ride owner.

Mr. and Mrs. N. L. Creson and son visited the BIG ELI Factory June 13th and 14th. Mr. Creson's new No. 5 BIG ELI Wheel was shipped to Breese, Ill., on June 14th.

N. L. Creson and Tom Corbin are now partners in two sets of riding devices, a total of five rides including two BIG ELI Wheels.

Fretz & Yamamoto have recently purchased a No. 16 BIG ELI Wheel and located it a Westlake Park, St. Charles, Mo. Austin McPherson of the BIG ELI Factory erected this Wheel for the owners. They opened the season May 29th and report good busines when weather conditions are favorable.

The No. 16 is earning profits for the owners in many large Parks. Read more about it on page 82.

R. H. Miner recently advised that his BIG EL was running like clockwork and that he would soon get us some good pictures for BIG EL NEWS. Send them on, Friend Miner, they will be very acceptable for this magazine The Miner Model Shows have a new BIG ELI No. 5, Carouselle and Mix-Up ride. They report good business when weather conditions have been favorable this spring.

Here is a five day report for week ending May 15th in a Central Eastern State, showing very good business on the No. 5 BIG ELI.

Tuesday	$ 84.20
Wednesday	124.65
Thursday	61.65
Friday	116.85
Saturday	152.55
Total	$539.90

A good report on a No. 5 BIG ELI for this season of the year.

Hughey Bros. of Chicago, Ill., advise that th of their BIG ELI Wheels are now in eration. The No. 12 with Herschell Spillin Carouselle is playing lots in the city of icago, Ill., and the No. 16 is starting its rd season at Riverview Park, Des Moines, wa.

Another new member of the BIG ELI mily is Michael Centanni of Newark, N. J. r. Centanni received the No. 5 Wheel on ne 1st and opened his season on June 2nd Graceland, N. J.

This BIG ELI in another country is making money for its owner.

Mr. and Mrs. F. E. Mason have opened the season with their BIG ELI No. 12 at Easton, Pa. In a letter dated May 24th Mr. Mason says, "We were pleased to get back in the harness again. Now we are looking forward to three days over Decoration Day. They have several more amusements added in the Park this year."

The Masons enjoyed a profitable season of 1925 and are looking forward to another good year of 1926.

BIG ELI Wheel in Mexico

Recently we were pleasantly surprised to ceive a letter and the accompanying photoaph from BIG ELI Wheel owner Adolpho espalacios, Chilhauhau, Mexico. In his ter he says, "The photograph of the Whip d the BIG ELI Wheel was taken in Aguaalientes, Mexico, at Mid-night. We have ur rides, BIG ELI, Whip, Merry-Mix-Up, d Carouselle. You will see the BIG ELI the job. Please send your magazine to 16 N. Florence St., El Paso, Texas."

We appreciate this night photograph which ows business in full swing and are certainly nding BIG ELI NEWS to Mr. Trespalacios.

W. O. Lord, has his BIG ELI Wheel No 12 erected at Barnesville, Pa., and is expecting much better business than last year. He writes under date of June 1st as follows: "The people have free minds in the coal regions now on account of a five-year agreement which we did not have last season. The outlook is good. Saw one of your new Wheels with World-At-Home Shows and the enclosed system over your Power Unit is great."

Holtzman and Marks are the purchasers of a latest Model No. 5 BIG ELI which is located in Atlantic City, N. J.

A recent purchaser of a BIG ELI Wheel is Mr. F. A. Hamwey of Jacksonville, Fla. This Wheel is located at Tybee Beach, Tybee, Ga. In writing us recently Mr. Karl Kelly, operator for Mr. Hamwey, says, "Mr. Hamwey and myself are very proud of the BIG ELI No. 5 and we wish to recommend the ELI Power Unit which needs very little attention."

We were pleased to add Mr. Hamwey's name to the Members of the BIG ELI Family of BIG ELI Wheel purchasers.

Read about the new enclosed Model ELI Power Unit on Page 80 of this magazine.

Here comes a report on a No. 5 BIG ELI Wheel from an Eastern State, for week ending May 15th with one day of rain.

Monday	$ 39.90
Tuesday	60.00
Wednesday	67.50
Thursday	58.60
Friday	27.60
Saturday	175.30
Total	$428.90

We consider these reports very favorable for the season of the year. Of course, they are not nearly so large as can be expected during the warmer months of the summer. These reports prove that the No. 5 BIG ELI is a consistent money earner when weather conditions are favorable.

Our Sales Manager always knows when cherries are ripe in Oregon. On June 11th he received a fine box of Oregon Cherries from Fred J. Browning of Salem, Oregon.

Mr. Browning is of that well known family owning the Browning Amusement Company in that State. Mr. Browning has a large cherry orchard and does not forget the members of the BIG ELI Factory. Not only the Sales Manager but every BIG ELI Employee enjoyed these cherries and we all certainly thank Mr. Browning for this splendid gift.

Messrs. Drumm and Bradley are new Members of the BIG ELI Family. They recently bought a No. 5 Wheel formerly owned by T. A. Wolfe. This Wheel is located in Chilhowie Park, Knoxville, Tenn., for the season of 1926.

H. K. Davidson recently wrote us fro Dodge City, Kansas, that he was enroute Cheyenne, Wyoming, to join the Bernardi E position Shows with his BIG ELI No. 5. M Davidson has been with the Rose City Sho this spring and decided to join a larger Co pany so he made an agreement and join Bernardi. We wish him a successful seas in western territory.

H. K. Davidson's BIG ELI Wheel

W. A. Gibbs of the W. A. Gibbs Attractio advises in his letter of June 10th, "Wish t state 'Old Reliable' BIG ELI and trustwort Power Unit have been life savers this spri as things have broke tough, but the Whe went along and got money, of course, it ha help. The Harrington Calliope sure reach out and draws them to the lot."

Mr. Gibb's New Tone Calliope is a 19 Model, purchased several weeks ago from o Company.

Henry Prince's BIG ELI

This is the first picture of Henry Prince's BIG ELI Wheel that we have ever had the pleasure of printing in this magazine. When Mr. Prince sent us this picture he also wrote, "I am at home resting up a little before the fair and picnic seasons start. The BIG ELI was out all winter doing very good business considering weather. In looking through some of my papers I ran across this snapshot which was made while playing a Fair in Louisiana last year. This is the first picture I have sent you since I got the Wheel."

Mr. Prince has been the owner of a BIG ELI since 1921 and has been very successful with his Wheel.

R. M. Neel advises us that he is now living in Buffalo, N. Y. The No. 16 BIG ELI was just opened the second season at Crystal Beach Park, Crystal Beach, Ont., Can. Mr. Neel is looking forward to a prosperous season of 1926.

Are you interested in labor saving devices for your ride? Read about the new ELI Power Unit winding spool described on page 79.

Capt. C. E. Pearson of C. E. Pearson Shows reports business O. K. this spring. He has promised to visit us soon as he is playing within a 100 mile radius of the BIG ELI Factory.

The C. E. Pearson Shows will play the Morgan County Fair at Jacksonville the coming fall for the third consecutive season.

Manager F. L. Flack of the Northwestern Shows advises that Mr. Eric Sisson now has charge of the BIG ELI No. 12 on the Show. Mgr. Flack advises Mr. Sisson was on the Wheel for several seasons before becoming operator in charge.

Noble C. Fairly, Mgr., Noble C. Fairly Shows, opened the season March 18th. The new BIG ELI No. 5 has now operated eleven weeks and Mr. Fairly is very much pleased with it. With business continuing to improve this BIG ELI Wheel will show a real total for this season of 1926.

Andrew J. Ruppel of Elizabeth, N. J. passed away at 9 a. m. on April 23rd, 1926, in Antofagasta, Chile, South America.

The remains were shipped to Philadelphia, Pa., and burial took place from the St. Augustine Church on Friday, May 21st, at 10 o'clock a. m.

Mr. Ruppel was a BIG ELI Wheel owner of many years experience. For the past several years he has had his Wheel in South America and his wife, Mabel Ruppel has been with him. She cared for him through his last illness and returned with the body to the States.

BIG ELI NEWS

Volume 11 No. 7

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

Since the last copy for BIG ELI NEWS went to press on May 15th to the date of this writing June 15th, nine new BIG ELI Wheels have been shipped from the BIG ELI Factory. The destinations of these Wheels have been in different States, represented as follows: New Jersey, four Wheels; Missouri, Georgia, Ohio, Pennsylvania, and Illinois, one Wheel each.

Seven of these new BIG ELI Wheels were No. 5 size. Six were for portable use and one will be used in a Park at Atlantic City, N. J. One Wheel was a No. 12 to be located at Steeplechase Pier, Atlantic City, N. J. The ninth BIG ELI Wheel was a No. 16 located in Westlake Park, St. Louis, Mo. Seven of these Wheels are equipped with latest Model ELI Power Units. The other two are equipped with electric motors.

A few days ago the Editor was asked by a BIG ELI Wheel owner, "How do you account for the continued popularity of a few kinds of riding devices which include the BIG ELI Wheel? You tell me you have been building BIG ELI Wheels for 26 consecutive years, how do you account for the way BIG ELI Wheel sales hold up and keep your Factory busy from year to year?"

In answering this BIG ELI owner the Writer thought the same question might occur to other readers of BIG ELI NEWS and that you might like to have his opinion of the reason for these things. Here they are, about as set forth in answering the direct question of this Member of the BIG ELI Family.

First, the BIG ELI Wheel is not a highly sensational riding device. It provides a safe, sane, and pleasurable ride, that appeals to all natures and all classes of people. Highly sensational riding devices appeal to certain classes of patrons and especially to the younger folks. But after a while the novelty is gone and then the ride is no longer patronized sufficiently to make it a paying proposition.

Second, the BIG ELI Wheel is built entirely interchangeable for portable handling and built in three standard sizes. The smallest size may be operated by ride men owning one, two, or three riding devices, playing independent celebrations, and the larger sizes in large parks or with the largest amusement companies. This allows the operation of the BIG ELI Wheel in small towns as well as in large cities. Taking the BIG ELI to the people has made it a standard riding device. The bulk and weight of some rides prevents independent ride men with limited transportation space from handling them, so the manufacture and output of these rides are limited. Not so with the BIG ELI Wheel, it is practical for any ride owner from the smallest to the largest.

Then the BIG ELI is built durable to last many years and this is a big feature in the thought of the purchaser. He knows his Wheel will last for many years if properly cared for and he also knows from the experience of others that the popularity of the BIG ELI Wheel will not wane. Hence, the ride man invests his money in the BIG ELI with the assurance that it will pay him a real profit on the investment.

The BIG ELI is not alone as a popular riding device, there are others in the same class that have stood the test of time. There there are many other riding devices that have come and gone while the old reliables are still with us. Here is a thought for the consideration of prospective riding device owners as well as those already in the riding device business.

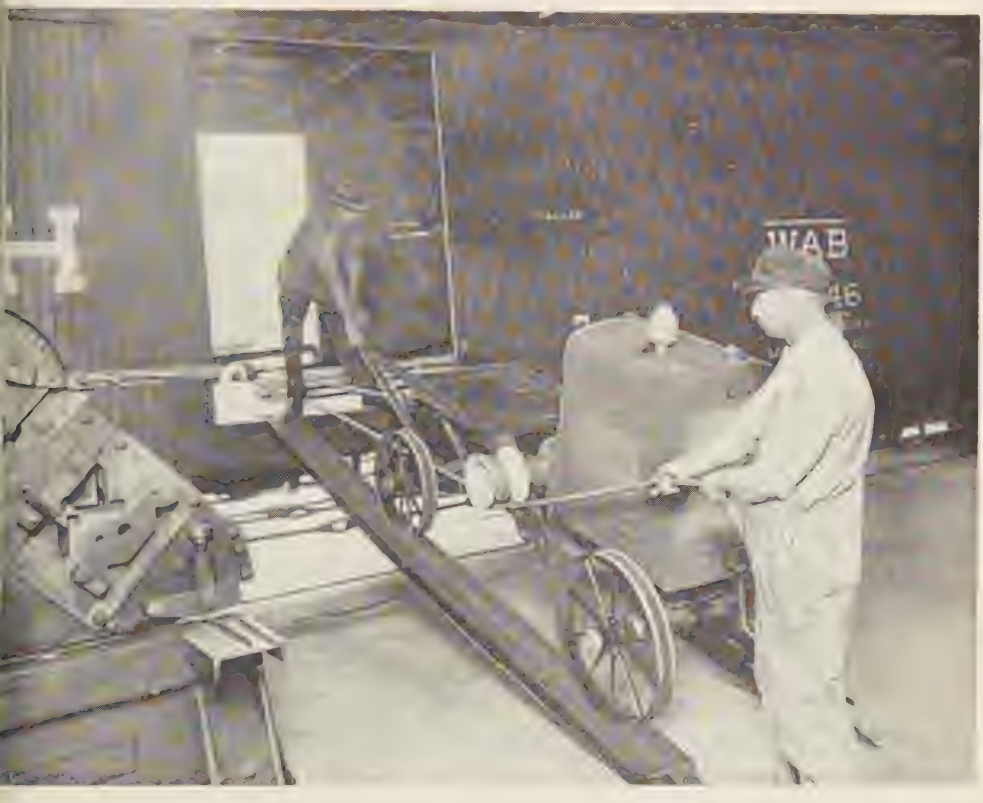
BIG ELI TALKS

The winding spool on the ELI Power Unit shown in the accompanying photograph another time and labor saver for the ride ner. It enables him to pull the engine into ar or into his wagon with very little manual or.

Almost all portable ride men load their gines the last thing, leaving the engine in e doorway to be unloaded first when the xt location is reached. During the early

A few ride owners are using this process now and no doubt many more will use it with this suggestion and picture as shown.

The extension shaft on the ELI Power Unit is placed there that the pulley may be placed on either side of the engine according to conveniences for operation of the ride on which the engine is to be used. This leaves the shaft on the other side of the engine ready to place the winding spool in position. These



Loading the ELI POWER UNIT with its own Power

urs of the morning after all the other equipent has been loaded the ride operators are turally very tired. Then to load the engine e last thing is an extra exertion for the lp on moving night.

Of course, this is reduced to a minimum th the ELI Power Unit because the entire tfit with truck only weighs 1172 lbs. But ny use manual labor when the engine will ll itself into the car or wagon with ease?

winding spools are made with hubs bored to proper size for the Power Unit shaft, key seated, and with set screws for fastening to the shaft.

The BIG ELI Wheel owner may use his spoke rope with single block as shown. Then with one man guiding the engine and the other handling the rope on the winding spool with the engine running, the Power Unit is placed in the car with ease in a very short

time. Do this quickly and relieve the excessive labor when your men are tired and worn from the night's work of loading.

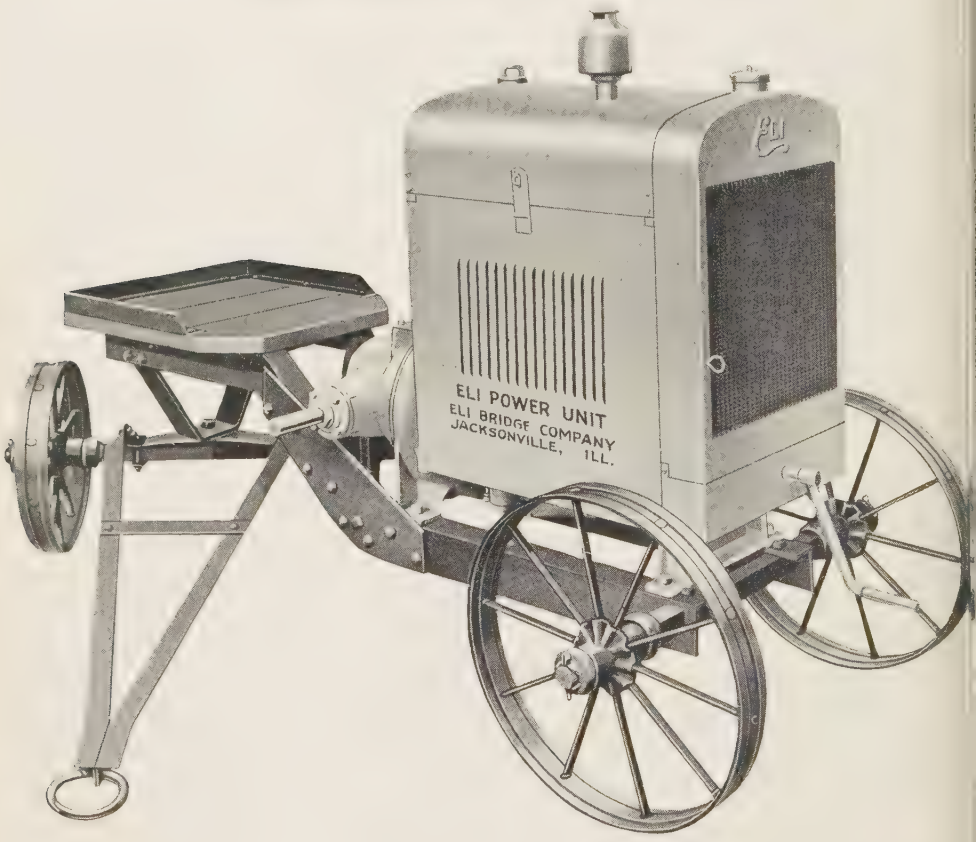
The price of this winding spool ready for locating on your ELI Power Unit is $9.50. We have them in stock and would be glad to ship you one by Express on receipt of order. In ordering specify, Winding Spool No. 515. Installation on the engine can be made in a very few minutes. Then you have added a real labor-saving device to your riding devi equipment.

Yours for greater portability in riding devic

Ben O. Goodhous

Sales Manager.

The New ELI Power Unit



Since the June issue of BIG ELI NEWS went to press a goodly number of ELI Power Units have been shipped from the BIG ELI Factory. The new enclosed Models are being received enthusiastically by ride owners.

Some ride owners have said this is the best improvement ever made on the ELI Unit. Others want to know if they can have this enclosure feature on their older types of ELI Power Units. We have told them that this is not possible.

As already stated, we desire our readers understand that the engine used in these ne ELI Power Units is exactly the same as th engine we have been using since 1922. W have shortened the transmission on the ne Unit and adopted the enclosure feature. Th places the gasoline tank in the top of th enclosure with a slightly different radiat from the one used in the open type ELI Pow Unit.

From the standpoint of service from the ngine and transmission the older type ELI ower Unit will give just as good service as as been proven by four years use of the rlier models.

Leave the panel sides in position while perating the new type ELI Power Units, as is allows the air to be drawn in through ie radiator, back over the engine and out rough the slots in the side panels. The de panels may be removed at any time for spection, adjustment, or cleaning of the ngine.

When the ELI Power Unit is not in use the vitch key may be removed and the panels ecurely locked to prevent tampering by out-ders.

While the ELI Power Unit was especially esigned for operating BIG ELI Wheels it will successfully operate any other portable riding device. Try it on your 2 or 3 abreast Carouselle, Merry-Mix-Up, or Whip, and you will be surprised at the way this little engine does its work. Give the ELI Power Unit a trial and you will soon decide to standardize on this engine for your power equipment.

Would you like to know what other Power Unit users think of these engines? If so, we will be glad to give you names and addresses of users to whom you may address your requests for their experiences.

Power that is always ready to operate the riding device means dollars to the ride owner. A balky engine at a critical time not only means expense but loss of receipts. Get an ELI Power Unit and forget your engine troubles.

Pantasote Refinish

For refinishing the upholstering on BIG ELI Seats and Cushions.

Is the upholstering material on your BIG ELI Seats showing the effects of wear?

One coat of Pantasote Dressing will brighten them up and add to the durability of the upholstering.

May be applied with a brush and will be thoroughly dry in 12 hours time. One quart sufficient for 12 BIG ELI Seats and Cushions. Price $1.25 per quart.

ELI BRIDGE COMPANY

Jacksonville - - - - - - - - Illinois

THE ARISTOCRAT

No. 16 BIG ELI Wheel

This picture is shown that our readers might know the exact mechanical appearance of the No. 16 BIG ELI complete with electric motor. The picture was taken at the north side of the BIG ELI Factory on the concrete floor. The markings in the floor show the lines in the concrete.

From the bottom of the baseboards to the highest point the No. 16 BIG ELI is 55 ft. 2¾ in. high. It carries sixteen standard

tented safety BIG ELI Seats with a carrying pacity of from two to three adults making a al capacity on the Wheel of from 32 to 48 ssengers at one trip.

The design of the No. 16 BIG ELI is the me as our other standard sizes and the Wheel built entirely interchangeable for portable ndling if desired. It was designed primarily a park Wheel to fill the demand for a BIG I that would compare with the largest es, and be a real attraction in large Parks d on Amusement Piers.

The weight of the No. 16 BIG ELI with l equipment except power is 16,888 lbs. is built heavy enough for the use for which is intended. There is no guess work about e No. 16 BIG ELI, the strength and weight all materials have been figured by engineers d we know it is properly built to carry the ximum number of passengers when pro- rly erected. Notice the bracing in the heel to make it rigid and also allow it to erate easily. One feature of the BIG I is its smoothness of operation. This ture brings patrons back again and again for repeat rides, and that helps to make good business on the BIG ELI.

Notice the run-way to the loading platform. This increases the speed of handling passengers. They enter the Wheel quickly and take their positions in the seats. The passengers leaving the Wheel get away quickly and make room for new patrons.

The clutch and driving mechanism of the BIG ELI Wheel has not been changed since the early days of BIG ELI manufacturing. This mechanism is simple, yet always dependable. There are no complicated parts to cause trouble to the operator.

BIG ELI Wheels are built in different sizes to accommodate the ride man with one or two riding devices, or to fit in the largest parks. This explains the universal popularity of the BIG ELI and the reason why our factory has been kept busy for many years building BIG ELI Wheels exclusively.

Let us tell you more about the No. 16 BIG ELI as a real mechanical ride and a money-earner that returns real profits on the investment.

NOTICE THESE PRICES ON PAINT

For the BIG ELI WHEEL

Special ELI Aluminum Enamel, Gallon	$5.00
Special ELI Aluminum Enamel, ½ Gallon	2.60
Big Four Orange Yellow Paint, for crates and boxes, Gallon	3.20
Big Four Orange Yellow Paint, for crates and boxes, ½ Gallon	1.85

Order shipped same day received

BIG ELI CLOSED TICKET OFFICE

A comfortable and attractive Ticket Office for any ride
Knocks down in small space for portable handling

Height	6 feet
Width	3 feet 3 inches
Depth	3 feet 3 inches

Price on application

Are you operating Kiddie Rides on your Midway or in the Park this year? Others consider them a real attraction. Let us tell you about Baby ELI, the miniature BIG ELI, built for little folks.

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville, Illinois

BIG ELI NEWS

Jacksonville, Illinois August 1926

NEWS FROM THE RIDES

OUR FRONT COVER

The picture of the BIG ELI Wheel on the front cover of this issue of BIG ELI NEWS shows Charles Oliver's No. 16 BIG ELI at Fontaine Ferry Park, Louisville, Kentucky. On the front cover of a recent issue of this magazine we showed Mr. Oliver's No. 16 Wheel at Forest Park Highlands, St. Louis. He is the owner of a number of riding devices and has extensive amusement interests. We are informed that the No. 16 BIG ELI Wheel at Louisville is doing its duty as a pleasure ride in Fontaine Ferry Park.

In a recent letter from Mr. J. Reithoffer of Philadelphia, Pennsylvania, he has this to say about his ELI Power Unit.

"The ELI Power Unit we got from you three years ago to operate our big Mangel's Carousel never gave us a minute of trouble and is as good today as the day we got it."

Mr. R. H. Miner recently made the following statement regarding his 1926 Model ELI Power Unit with the BIG ELI Wheel. "In regard to me liking my Power Unit will state that after using six or eight of some other gas engines for the past few years with break downs on real big days and plenty of headaches, can truthfully state that my headaches are now gone as with my Power Unit we don't lose a minute. I can say with pleasure that the ELI Power Unit will do all that the Company says and then some. If I have any use for a gas engine in the near future there is, and will only be one for me and that will be an ELI Power Unit."

We appreciate Mr. Miner's statement regarding the ELI Power Unit for riding device operation. He is one of many satisfied users of this little engine.

Read about the New Model ELI Power Unit on page 94 of this issue of BIG ELI NEWS.

T. L. Ryan, Mgr., Capitol Amusement Co., is a recent purchaser of a BIG ELI No. 5. His Wheel was shipped to New Ulm, Minnesota, on June 21st and Mr. Ryan had it in operation, for his 4th of July Celebration.

Recent shipments of ELI Power Units c ELI Steel Trucks were to Carney J. Colso Brooklyn, N. Y., P. W. Witt, Livingsto Mont., and J. C. Weer, Napoleon, Ohio. M Colson intends to use his Power Unit on th BIG ELI Wheel, the Unit for Mr. Witt wi operate a Carousel and the one for Mr. We will operate his Chair-O-Plane. ELI Pow Unit is practical power equipment for an portable ride.

P. W. Witt writes under date of June 29t about his BIG ELI No. 5 as follows: "I ha four very good days last week with the Whe that was the second spot this year. I wi send you the receipts for the four days.

Wednesday, June 23rd	$132.45
Thursday, June 24th	207.45
Friday, June 25th	327.75
Saturday, June 26th	138.75
Total	$806.40

We were not rushed at any time except abou two hours in the evening."

Mr. Witt is the owner of a BIG ELI No. and Spillman Carousel which he operates i Western Territory each amusement season.

If you don't believe the No. 5 BIG ELI capable of earning big money in one day rea about the results of our July 4th Contests o page 93 of this issue.

Our friend, Henry Oldham, recently wrot us one of his characteristic letters and fro his optimistic way of writing we know busines on the BIG ELI was up to expectations. W are always glad to hear from Henry and rea his letters here with much interest.

Henry is always interested in receiving th Bound Volume of this magazine as he man times misses his regular issues through th summer months and the Bound Volume a lows him to catch up with his reading in th late Fall and Winter.

C. E. (Dad) Wood has his BIG ELI No. with the Trade-At-Home Exposition Ente prises of which C. O. Cole is Manager. M Wood's Wheel was shipped from Springfiel Tennessee, to Fort Towson, Oklahoma, to joi the above named Shows.

J. A. Montgomery, St. Clair, Pa., recently isited his BIG ELI No. 5 at Bicknell, Ind. [is Wheel is on the Fleming Shows and Mr. Iontgomery went over to place a new manager ı charge. He speaks very highly of Mgr. leming and the clean way in which the Flem-ıg Shows are managed. The BIG ELI Wheel is doing good business with that Com-ıany.

Mr. and Mrs. Ray Armstrong report good business on their BIG ELI July 3rd in Kansas. Returning from the Celebration Saturday night in their new Ford sedan they were in a wreck which rather seriously injured Mrs. Armstrong.

The Armstrongs are looking forward to some Kansas-Nebraska Celebrations and Fairs and hope to finish the season with a good balance on the right side of the ledger.

Midway of A. B. C. Attractions

Showing a night view of the Midway of . H. Allton's A. B. C. Attractions with the IG ELI in the fore-ground. This picture as taken at San Francisco, California, June 3, 1926. C. H. Allton himself stands facing ıe Camera in front of the Office Wagon. Irs. Allton is in the Office Wagon Doorway. IG ELI Manager, A. F. Miller, is leaning a-ainst the corner guy cable in front of the IG ELI Wheel.

J. W. Taylor has joined the Morasca Circus & Bazaar Co., with his BIG ELI No. 5. Earlier this season Mr. Taylor had his Wheel with the George W. Johnson Shows, but Mr. Johnson purchased his own BIG ELI several weeks ago.

Don't fail to read page 93 of this issue of BIG ELI NEWS containing a complete report of our BIG ELI 4th of July Contests for 1926.

We recently wrote to a number of the members of the BIG ELI Family from whom we had not heard for a long time. We got some splendid answers from our letters and here is one from BIG ELI Wheel owner, Willard Halstead. During his letter he has this to say, "I must thank you for your kindness in inquiring about my Wheel and my welfare. I have only to say that when a man purchases a good ride and looks after it, it will, without doubt, last him his lifetime.

I have never regretted that I bought the BIG ELI Wheel and my receipts for the last seven years please me very much. I also have a two abreast Merry-go-round and will send pictures of both rides. Will close wishing you good luck, yours respectfully. W. W. Halstead."

We will be pleased to receive the photographs Mr. Halstead promises to send and will no doubt use them in a future issue of BIG ELI NEWS. Any other ride owner having pictures of his ride will be helping us with this magazine by submitting these pictures for use. They will be appreciated and returned to him in good condition.

Our Sales Manager, made a business trip to Chicago on July 8th and 9th. While there he was privileged to visit for a short time with Robert Hughey and James W. Bowe, Chicago ride owners. He expressed a desire to see other Chicago ride owners but lack of time prevented this pleasure.

Week of July 5th Billick's Gold Medal Shows were in operation within two blocks of the BIG ELI Factory. The Editor had a social visit with Gen. Agt. Randall and Gen. Mgr Billick at the Office Wagon while the family of the Editor attended the Gold Medal Minstrel Show, which was a good one.

W. K. Davison's BIG ELI Wheel in charge of Manager A. W. Cunningham had a good week's run and "Slim" sure handled the crowd nicely on Saturday night.

P. W. Cobb's Carousel and Caterpillar, as well as Billick's Whip and Chair-O-Plane were also popular attractions on the Mid-Way.

The Gold Medal Attractions travel on 25 cars and the riding devices are all in first class condition. Many members of the BIG ELI Factory Family fraternized with the amusement folks during the week.

BIG ELI Owner, Henry Heyn, repor having joined Martin & Donnelly Attractio with his No. 5 BIG ELI Wheel. He repor a good 4th of July run with his Wheel in Illino

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Mr. W. A. Gibbs, Mgr., W. A. Gibbs a tractions, sends us the accompanying phot graph of his youngest son, Ralph, who h charge of the BIG ELI Wheel. Mr. Gib advises that his son has been foreman of t BIG ELI for several years as he started wh he was 14 and has been working on the Whe constantly since. He is now an expert operat reliable and a great help to his father. We a glad to show this photograph of Mr. Rai Gibbs in charge of the BIG ELI No. 5 wi the W. A. Gibbs Attractions. Notice he right at home sitting in the seat at the t of the Wheel.

Ralph Gibbs

In a recent letter from Johnny J. Jone Gen. Mgr. J. J. Jones Exposition, he stat he is looking forward to splendid business all of his Canadian Fair dates. The Jon Shows are now playing Western Canadi Fairs and will leave Canada following t Toronto date of two weeks. The BIG E Wheel still gets money on the J. J. J. Midwa

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Noble C. Fairly is much pleased with his n BIG ELI No. 5, He wrote us July 6th that the 5th the BIG ELI was top money-gett of his rides.

Mr. Fairly expects to soon be into his F dates for this season and looks forward to good Fall Fair season.

John C. Lemoine, purchaser of a 1926 Model No. 5 BIG ELI Wheel, is operating his rides in Eastern territory this year. We recently received the following letter from the secretary of one organization under whose auspices Mr. Lemoine played.

"It is a pleasure for us to let you know that we had the opportunity to make use of one of your magnificent Ferris Wheels and also Merry-go-rounds under the able management of Mr. John C. Lemoine of Woonsocket, Rhode Island.

Our Carnival was a success and it was attributed to the Ferris Wheel. We also compliment Mr. Lemoine and his workers for their good behavior and pleasing dispositions to everyone on the grounds.

It is a credit to Mr. Lemoine to have his men all uniformed in gray and sure is a pleasing sight to see on Carnival grounds.

Yours truly,
Victor L. Gaudette, Sec'y."

This is a splendid recommendation of the way Mr. Lemoine manages his two rides, BIG ELI and Carousselle.

Orville Miller, BIG ELI Owner, with the Harry Copping Shows, writes this about his ELI Power Unit. "My foreman thinks there was never a Power Unit like the one we have." Mr. Miller's entire equipment is of the latest Model and his Wheel is earning profits each week of the season.

The C. E. Pearson Shows were located at Roodhouse, Illinois, recently and on the night of June 26th the Editor had the pleasure of visiting with Mr. and Mrs. Pearson and looking over the Mid-Way. Capt. Pearson's Spillman Carousel has been recently repainted and is a beautiful appearing ride. All of the scenery looked fresh and bright and the entire equipment is in first class condition.

We noticed that the BIG ELI Wheel was getting money on Saturday night. Capt. Pearson remarked that he thought at the former home of BIG ELI Wheels the ride would not be so popular. In answering him we told him that the home folks had been properly educated to ride the BIG ELI, and they they were sure doing it on the night we were here.

C. Horton's BIG ELI

Here is a picture of Mr. C. Horton's BIG ELI Wheel with the M. J. Lapp's Greater Shows. Mr. Lapp sends this photograph advising that the Show was entertaining the Orphans at Albany, New York, when the picture was taken. This shows a happy group of children enjoying themselves on the BIG ELI and at the Water Circus which is shown in the background.

A. M. Nasser, Mgr., Metropolitan Shows, recently wrote us as follows: "I have been wanting to write you and thank you for helping me book a brand new BIG ELI, but have been putting it off and I hope I didn't wait too long. Anyway please accept my thanks. I am very glad I have it and it is a beauty, and the improvements on it are wonderful."

Mr. J. W. Livecy, a recent BIG ELI Wheel purchaser, booked his Wheel with The Metropolitan Shows for the season of 1926. In the above letter Mr. Nasser writes his thanks for being able to secure this Wheel.

A BIG ELI No. 5 was shipped on July 10th to O. H. Hilderbrand, Mgr. Hilderbrand's Shows, Bonners Ferry, Idaho. Mr. Hilderbrand is one of our newest Members of the BIG ELI Family.

Volume 11 No. 8

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

The Editor has been reading recently about the amusement business as it pertains to the floating theatre, or what is commonly known as "The Show Boat." Back in the late 1860's and early 70's the inland rivers were visited by the original "Cotton Blossom Floating Theatre." Many river towns not reached by the railroads were visited and the Show Boat did a wonderful business.

Practically no advance agent's work was done, the Show boat simply came to a landing to the strains of the iron whistle steam Calliope. In the middle of the day the Showboat band and manager would visit the center of the village. Then came the Band Concert and the announcement with hand bills distributed. By the time for the evening performance natives for miles around had come to the Showboat to enjoy the entertainment. Our readers know how this department of the amusement business has progressed and how we now have many fine large floating Theatres playing up and down the main river locations for the amusement of the river towns.

The riding device business was started in just this same small way. Many years ago the pioneers in the business started operating Merry-go-rounds on still lots in various communities. These rides were built by pioneer in the amusement manufacturing business wh have been responsible to a large extent for th advancement from the old type of still hors Merry-go-round to the finely finished jumpin horse Carousel.

The writer well remembers in the late 1890' when the Patterson-Brainerd Co., visited ou home town. People for miles around came t see the Show and to ride the English Steeple chase Swing and the small pipe Ferris Whee which were the leading attractions.

From 1893 to 1900 W. E. Sullivan wa working out the details of his first BIG EL Wheel and this Wheel was completed an operated for pay on the public square i Jacksonville, on May 23rd, 1900. He late sold this Wheel and built others, carryin improvements which he worked out durin actual operation until in 1905 with the com pletion of his 4th Wheel the portable, inter changeable BIG ELI became a reality. I 1906 our Company was organized for th manufacture and sale of BIG ELI Wheels Down through these years we have continu ously improved the Wheel and made it a leade among riding devices.

During the past few weeks the Writer ha visited several BIG ELI Wheels, includin two amusement companies one playing ou former home at Roodhouse, Ill., and the othe playing close to the BIG ELI Factory i Jacksonville. We noticed in both cases tha people still come from miles around to visi the Mid-Way and enjoy the attraction The BIG ELI was a leader among the money getters on both Mid-Ways visited.

Human nature hasn't changed so much afte all in these many years, people enjoy amuse ments just the same and will travel for mile to see the amusements they prefer.

We are proud of the BIG ELI Wheel wit its increased popularity coming down throug twenty-six years. Our 4th of July Contes this year show that the BIG ELI is becomin more popular all the time because the repor from the nine prize winning BIG ELI Whee are higher than they have ever been in th years we have been conducting these Contest

The development has been gradual, th patrons have been pleased and the rides co tinue to attract the people who want clea amusement at all times.

BIG ELI TALKS

A few days ago when a prospective member the BIG ELI Family visited our Factory e and I stood in the Erecting Room watching e BIG ELI Crew as they were preparing to ect a No. 5 BIG ELI Wheel for the benefit our visiting friend. The visitor suddenly ked a question that came as a surprise to me ecause I had taken it for granted that everyone who ever thought about the manufacture BIG ELI Wheels would realize that our ethods of manufacture required complete actory erection. This is what he asked me. Do you erect every BIG ELI Wheel before leaves the Factory?" He seemed somehat surprised when I answered him in the firmative. Every BIG ELI Wheel is erected efore it is shipped from the Factory. Then the realization came to me how these things which become common place with us here are really of great interest to the reader of BIG ELI NEWS. I want to tell you just a few of our experiences in the BIG ELI Erecting Room.

As I introduced my friend to the foreman of the Erecting Crew I said, "Now just ask this man any questions you want to know in the Erecting Process, and he will be glad to carefully explain why certain things are done in a certain way." We wanted our prospective customer to learn about the erection of the Wheel so that he could go out and do the same work himself without missing a single detail. Of course, with the erecting instructions and photographs which we furnish to every BIG

BIG ELI WHEEL Erecting Room

ELI Wheel purchaser this is possible without the customer personally seeing the Wheel erected. But as this man was here with us we wanted him to get the information first hand.

Frequently in the erecting of the Wheel he stopped the foreman and asked about certain methods which were explained to him and he soon knew the reason *why* for some ways of handling the Wheel.

The first special item that commanded his attention was the engine jack screw. One end pushes against the BIG ELI sheave axle, the other end in a special hole in the front of the engine truck and by means of the screw the Power Unit is lined up to keep the belt tight at all times. Our friend was impressed by the fact that this improvement allows the operator to hold his engine in place whether on pavement, gravel street, or dirt lot.

Then he had the BIG ELI Gear Guard explained to him and how simple it was to put it on and take off the Wheel in erecting and taking down. He was very much impressed by this improvement.

He wanted to know how to true the spokes in the BIG ELI and learned by using the same measurement at the wood drive rims that he secures by measuring from the face of the inner angle of the gear tower out to the center of the drive sheave, he would always line the wood drive rims up over the drive sheave and accordingly the drive cable would run true on every spoke. This being accomplished by loosening or tightening the turnbuckles in the spoke cables nearest the hubs of the Wheel.

When it came to threading the drive cable he wanted to see just how that was done. This is what he learned. Standing inside face the drive sheave. With your right hand take hold of the cable coming down from the left side of the Wheel. Carry it to right over the top of drive sheave wheel, down to right, und to left and on left under idler sheave, up ar around idler to right, across on top of dri sheave again and down to the right arou under and to left under idler and up from t of idler to drive rim at the front of BIG EL Wheel. The cable should run free and n touch at the cross. Now raise front knee u and put point of idler sheave pin through kn and drive the taper key, in tight.

Our friend was interested to notice how t BIG ELI is built to fit together easily witho using hammers in the regular erecting proce Every BIG ELI Owner should realize that h Wheel has been erected in the BIG ELI Fac ory before it is shipped to him and under circumstances should he try to drive the par in place because such is not necessary. the parts are properly assembled they will together easily until the entire Wheel is co plete, ready to go.

The men who handle this work in our Erec ing Room are competent and the man hand ing the ropes at the base of the Wheel alwa has charge of the erecting work.

As it is impossible for many of our reade to personally see the BIG ELI Factory frequently use these photographs to expla to you our methods of building and finishi BIG ELI Wheels to put you in closer tou with our Factory and how BIG ELI Produc are built.

Sincerely yours,

Ben O. Goodhous

Sales Manager.

DRIVE CABLES

It pays to carry a new drive cable, especially if the old cable has begun to show wear. We have cables in stock at the following prices—

No. 10 BIG ELI Wheel Drive Cable—$19.50
No. 5 BIG ELI Wheel Drive Cable—$19.50
No. 12 BIG ELI Wheel Drive Cable—$22.00
No. 16 BIG ELI Wheel Drive Cable—$25.00

All prices f. o. b. our Factory
Order shipped same day received.

ELI BRIDGE COMPANY, Jacksonville, Illinois

Results of our Largest July 4th Contests

For the fourteenth consecutive year we eld our 4th of July Contests for riding de- ices of all kinds on July 4th, 1926. As July th came on Sunday this year we accepted eports for either July 3rd, July 4th, or July th, as eligible, and Dominion Day in Canada July 1st) was also acceptable for the Contests.

These were the largest Contests we have ver held in the fourteen years from two view oints. First, more entries were received n the Contests than ever before which shows he increased interest of ride owners. Second, he total receipts were larger this year than n any previous year. The total receipts of he nine BIG ELI Wheels winning prizes show total of $5,147.90, or an average of $571.98 er Wheel.

The nearest to this high average was in 925 with a total of $4,551.10 or an average of 505.68 per Wheel. The increase proves to s that the BIG ELI Wheel is becoming a nore popular Riding Device each year.

The Browning Amusement Company, winners of first place with their No. 12 BIG ELI Wheel, have been frequent winners in this Contest. To be exact, they have won first prize with their BIG ELI four times in 14 years. Notice that the first prize winner is a No. 12 Wheel and all the remainder of the prize winners in Contest No. 1 are No. 5 BIG ELI Wheels.

Our records show that every prize winning Wheel this year was operated with an ELI Power Unit. This proves the reliability of the ELI Power Unit for steady long hours of operation.

In Contest No. 2, Wayne Hale wins first prize with his Carousel. Among other riding devices it is hard to beat the old standby that has been a team mate with the BIG ELI Wheel so many years.

Following is the list of prize winners in Contests No. 1 and No. 2.

WINNERS CONTEST NO. 1

Owner	BIG ELI Wheel	State	Prize	Receipts
Mrs. R. L. Browning	No. 12	Washington	1st— $10.00	$692.40
. P. Gifford	No. 5	Iowa	2nd— 5.00	622.15
. W. Hildreth	No. 5	Missouri	3rd— 3.00	602.40
Claude E. Rumble	No. 5	Illinois	4th— 2.00	582.60
Wayne Hale	No. 5	Iowa	5th— 1.00	581.70
R. C. Lee	No. 5	N. Carolina	6th — 1.00	549.50
Henry Heyn	No. 5	Illinois	7th— 1.00	527.70
. G. Miller	No. 5	Virginia	8th— 1.00	520.85
. Z. Reading	No. 5	Tennessee	9th— 1.00	468.60

WINNERS IN CONTEST NO. 2

Owner	Riding Device	State	Prize	Receipts
Wayne Hale	Merry-go-round	Iowa	1st— $10.00	$1032.20
ohnny J. Jones	Hey-Dey	Canada	2nd— 5.00	857.10
. P. Gifford	Merry-go-round	Iowa	3rd— 3.00	837.60
Mrs. R. L. Browning	Merry-go-round	Washington	4th— 2.00	831.10
Mrs. R. L. Browning	Whip	Washington	5th— 1.00	761.80
R. C. Lee	Merry-go-round	N. Carolina	6th— 1.00	727.20
. W. Hildreth	Whip	Missouri	7th— 1.00	712.20
Young Bros.	Merry-go-round	Kansas	8th— 1.00	638.50
W. F. Browning	Merry-go-round	Washington	9th— 1.00	625.40

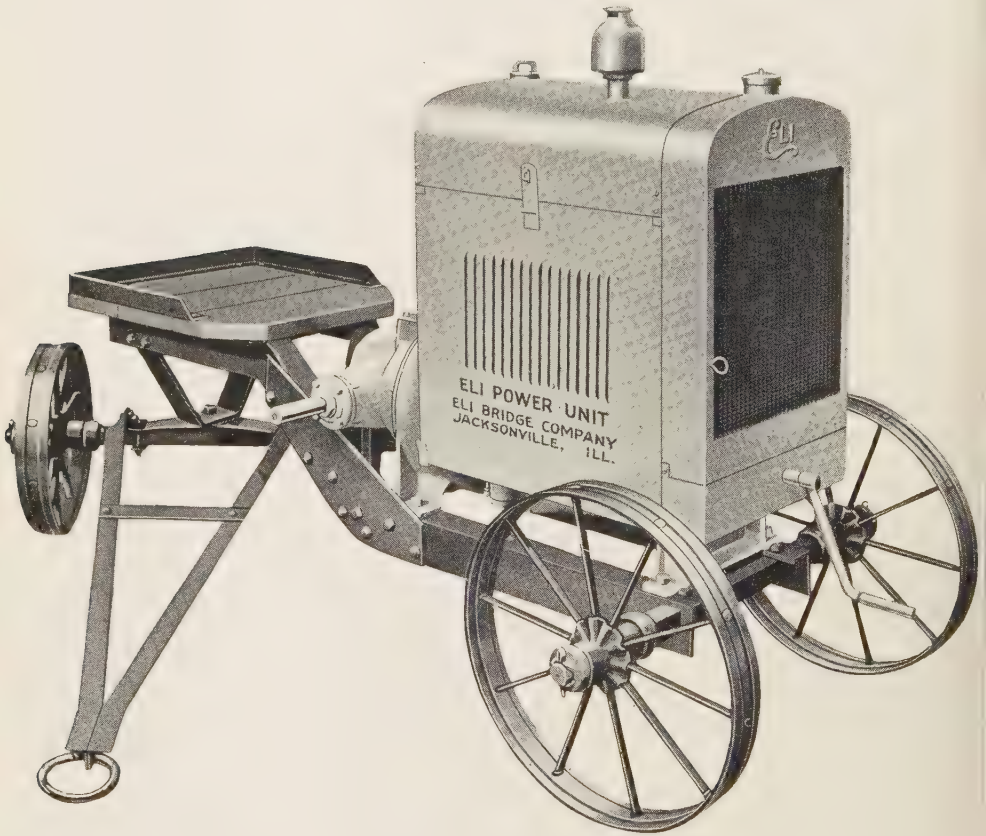
The 1926 Model ELI Power Unit

In the July issue of BIG ELI NEWS we gave some additional information on the latest Model ELI Power Unit and thought we had impressed upon our readers the desirability of the enclosure feature for a portable ride power outfit.

A few days ago when a friend visited us and compared the former type ELI Power Unit with the present enclosed type he further impressed upon us the importance of the enclosure feature even more strongly, and stated that he could even see that the new type ELI Power Unit was worth more money than the older type, although we have made no change in the price having added the enclosure feature as a 1926 improvement without changing the price of the Power Unit.

To give you an idea of the universal use of t ELI Power Unit as a portable ride engi during the past few weeks in addition shipping a number of these engines with B ELI Wheels we have sold some for use on rid already in operation.

Carney J. Colson of Brooklyn, New Yo bought an ELI Power Unit complete on Tru



for operating his BIG ELI Wheel. The an order came along for a shipment of a com plete Power Unit with Truck to P. W. Witt Livingston, Montana. This engine is to b used for operating a Herschell Spillma Carousel.

Just a few days ago Mr. J. C. Weer o South Bend, Indiana, ordered a latest typ ELI Power Unit on Steel Truck to be use

power equipment on his Chair-O-Plane. his letter to us Mr. Weer says, "Sure hope e Power Unit gives me the satisfaction the st one has, as it is running like a new one w and this is its fifth season on the Wheel." ou see Mr. Weer's experience with his first wer Unit has caused him to buy another.

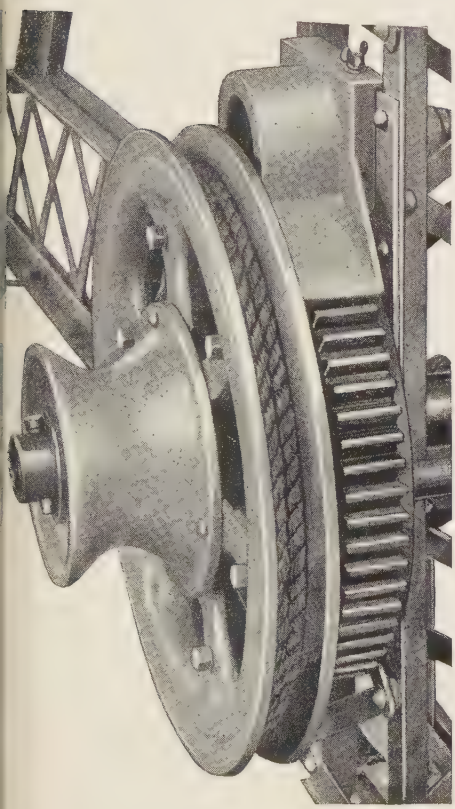
The same is true with Mr. Witt. He has id an ELI Power Unit on his BIG ELI heel for two years and has decided it is the gine for his Carousel.

BIG ELI Owner R. H. Miner who bought s Wheel early this spring says, "If I have y other use for gas engine in the near future ere is, and will be only one for me and that ill be an ELI Power Unit."

We could name you ride owners who have o and three ELI Power Units for operating their rides. The mechanical features of this engine must be *right* or present users would not be sending us repeat orders. ELI Power Units are operating practically all kinds of portable rides, and are doing the work efficiciently and economically.

Every BIG ELI Wheel winning a prize for largest receipts on July 4th was operated with an ELI Power Unit. This means that in practically all these locations the engines were run from early morning until late at night steadily, and caused the owner no anxiety of a shut-down during the busy hours. That is what makes this power equipment a good investment. *Reliable power always pays.*

We could extol the merits of the ELI Power Unit through pages of space but consider the experience of actual users as the best evidence of the reliability of this real power equipment. Let us tell you more about the 1926 Model ELI Power Unit, as information and prices will gladly be furnished you upon request.



Have You Added

A Gear Guard to the BIG ELI Wheel equipment? These are now standard equipment on new BIG ELI Wheels but may be quickly installed on ALL models. A safety improvement for owner and operator.

Price $6.25 ready to use.

ELI BRIDGE COMPANY

Builders of Dependable Products

Jacksonville, Illinois

USING THE POWER

The ELI Power Unit is used to erect the BIG ELI Wheel, why not load it in the car or wagon by using its own power? Notice the method of loading in the picture. By adding Winding Spool No. 515 to your present Power Unit equipment the loading can be easily and quickly accomplished.

One man to guide the truck, one man on the rope—start your engine and load it quickly.

This Winding Spool can be furnished for 1926 or older Model ELI Power Units. Price $9.50 f. o. b. Factory. Prompt shipment.

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville Illinois

BIG ELI NEWS

Jacksonville, Illinois

September 1926

NEWS FROM THE RIDES

OUR FRONT COVER

The BIG ELI Wheel shown on the front cover of this issue of BIG ELI NEWS is owned by W. K. Davison. This Wheel is in charge of A. W. (Slim) Cunningham and is in operation with the Harry Billick Gold Medal Shows, season of 1926. Week of July 5th to 10th the Gold Medal Shows played Jacksonville, Ill., to good business and one night during the week this picture was taken. Our official photographer, Otto Spieth, without our knowledge went to the Carnival grounds and picking out the best possible location got this real night picture of the BIG ELI No. 5. We are proud of this picture because it shows the BIG ELI so well and was taken in the Home City where BIG ELI Wheels are built.

In a letter from Mrs. C. W. Naill dated August 11th she states that the C. W. Naill Shows will soon start playing celebration and fair dates and that they are looking forward to good business in southwest territory. C. W. Naill is the owner of a No. 5 BIG ELI Wheel.

BIG ELI Owner, F. E. Mason, writes from Pennsylvania, he is shipping his Wheel to Michigan to play some fairs and homecomings beginning August 17th. Mr. Mason has had his BIG ELI in a Pennsylvania Park the forepart of this season.

A little girl whose father was a commercial traveler sat on a porch holding a kitten. Creeping up close, her mother heard this, "Kitty," said the young miss, "I know you an' I know your Mamma, an' I know all your little brothers an' sisters, but I ain't ever seen your papa." Then, after a brief pause; "I spec' he must be a traveling man."

We are glad to report to our readers that Col. Ed. R. Salter in charge of the publicity of Johnny J. Jones Exposition is back with the Show after spending several weeks in a hospital. Mr. Salter reports feeling much better and we know he was certainly missed from the Shows. During his absence Ed. R. Salter, Jr., handled the publicity for the Jones Exposition in a capable way.

In a recent letter from Mr. Jones himself he says, "I'm very glad to say we beat our highest previous records on the five western fairs. Saskatoon and Regina were exceptionally big. At Regina last week I had the largest single week's business I have ever had in the Show business with the exception of Toronto, and I can say I left them all smiling."

The report from the Jones Exposition in our 4th of July Contests shows that the riders are certainly getting the money with his Company.

Hughey Brothers of Chicago, Ill., have added a Smith & Smith Chairplane to their ride equipment. They now have three portable rides which include a BIG ELI No. 12 and Allan Herschell Carouselle. Their No. 1 BIG ELI is just finishing its third season at Riverview Park, Des Moines, Iowa.

MISTAKE!

Little Willie (running home): Oh, mother there's going to be trouble down at the grocer's.

Mother: "Why?"

Willie: Mrs. Jones has a baby girl and Mr. Jones had a sign in his window for a week "Boy Wanted."

In a recent letter from Mrs. O. H. Hilderbrand of the Hilderbrand Shows, have just recently joined the BIG ELI Family of BIG ELI Wheel owners, she says. "We are very pleased with our Wheel." This BIG ELI No. 5 was shipped to the Hilderbrand Shows on July 10th to Bonners Ferry, Idaho.

A. C. Boucher, BIG ELI Owner, of El Paso Texas, recently wrote us about his 4th of July receipts on rides. We quote from his letter of August 3rd. "My BIG ELI No. 5 are some of my best investments regardless of any other ride or show. I am very proud of them and as to wear my Wheels look just as nice and are just as good as the day you shipped them to me, and that is a long time ago (1916).

"I am very proud of your success and of my Wheels and hope it keeps up with both of us. I suppose Mr. Sullivan thinks of the time he travelled with my Show with a BIG ELI

heel many years ago. I know I think of many times."

Mr. Boucher has been a successful ride ner. He has been a personal friend of Mr. . E. Sullivan for many, many years.

"I'm a father!" cried young Jones as he rst into the office.

"So's your old man," replied the boss, "Get work."

on steel trucks which was shipped to him on July 26th at Griggsville, Ill. Mr. Wadsworth now has ELI Power Units on all of his rides, the latest purchase being for his Chairplane.

At the time of this writing the Princess Olga Shows are playing Winchester, Ill., within 18 miles of the Home of BIG ELI Wheels.

Young Brothers' BIG ELI No. 12, Merry-Mix-Up and Carousselle

This photograph was sent us by Alex Young Young Bros. Shows, Jamestown, Kan. shows their BIG ELI No. 12, Merry-Mix and Allan Herschell Carouselle. Mr. oung informs us that they are looking forward some real fairs and celebrations for this ll. Young Brothers are old timers in the le business and their rides show excellent re, ready to get the money at all times.

Several members of the Princess Olga Shows ve made recent visits to the BIG ELI ctory. Mgr. F. W. Wadsworth recently aced his order for a new ELI Power Unit

Mrs. R. L. Browning of Salem, Oregon, who won 1st prize in our 4th of July Contest No. 1 for largest receipts on BIG ELI Wheels recently acknowledged the prize money as follows. "Many thanks for the prize money. It sure seems good to come in first once in awhile. I am playing some good spots since the 4th and every week seems like July 4th." We are glad that the Browning Amusement Company are having splendid business and to know that the BIG ELI No. 12 is getting its part of the money each week.

Johnny J. Jones, Jr., is probably the youngest riding device owner. For three years he has been sole owner of six miniature rides on the Johnny J. Jones Exposition, one of which is a Baby ELI Wheel. The entire gross receipts for the six rides are deposited in the bank each week in the name of the Junior Johnny J. Jones.

He was five years old on August 4th. The Jones Exposition on that date were playing Winnipeg, Canada, and in honor of Junior's birthday his father invited the inmates of various orphan asylums to the Exposition with Junior acting as host. Over 400 orphans responded to the invitation.

H. K. Davidson has his BIG ELI No with the Bernardi Exposition Shows and ports business improving and an outlook a good fall season at the Fairs. H. K. ma a long jump to reach the Bernardi Shows considers the time taken and expense incurr a good investment.

J. T. McClellan, Mgr., McClellan Sho recently wrote us. "We have just got i the wheat country and business is very go In fact, we have not had a losing week t year and don't see how we can miss from n on as we had eight weeks in the wheat belt.'

Johnny J. Jones, Jr., celebrating his 5th Birthday

Then Johnny J. Jones, Jr., gave a private party to the children of the Exposition and the twelve midgets which made a total of twenty-six at this gathering. The accompanying picture shows the private party of Johnny J. Jones, Jr., riding device owner.

The only adult shown in the picture is Sister Sue who was no doubt the chaperone of the party.

All users of the ELI Power Unit are boosters for it. Read more about this practical power outfit on page 106 of this magazine.

Recent shipments of BIG ELI Wheels i clude a No. 16 shipped on July 22nd to Lionel Meyer of Shreveport, La. The No. 16 BI ELI Wheel is operating at Fairyland Park ne Shreveport.

Mr. Meyer secured the services of Aust McPherson of the BIG ELI Factory to i spect and start operating the No. 16. M Meyer reports business good on the BIG EL

Landlady—"Why do you always sing wh taking your bath?"

Boarder—"The bathroom door won't st locked."

A BIG ELI No. 12 was shipped August 7th to Roy Gray at Saltillo, Texas. This Wheel will be operated on the Gray Shows, No. 2, the coming fall and winter seasons and in future years.

The Wheel reached Mr. Gray just six days after the shipment was made and he has written us as follows: "When we opened the car the boys all got right busy and in one hour and a half we had the towers up and bringing the other material out. The operator had a hard time locating block and tackle. He said that he did not think it was in the cable box. I told him not to worry about anything being left out that if anything there would be some extra. The thing that was new to me was the ELI Power Unit, and I am certainly well pleased with it."

Mr. Gray has been the owner of a BIG ELI No. 5 for a number of years. He knew when he got the No. 12 that it would be complete. Our readers will notice he is already a booster for the new ELI Power Unit.

We are in receipt of a report on a BIG ELI No. 5 operating for one week in eastern territory showing a good ordinary week's business.

Monday	$77.40
Tuesday	52.50
Wednesday	84.80
Thursday	84.00
Friday	73.70
Saturday	112.20
Total	$ 484.60

These are not big reports but show the consistent money earning power of the BIG ELI Wheel.

"Good heavens! Who gave you the black eye?"

"A bridegroom—for kissing his wife after the ceremony."

"But surely he didn't object to that ancient custom?"

"No; but it was two years after the ceremony.

A BIG ELI No. 5 was shipped on August 14th to F. E. Grojean, West Junction, West Va. This Wheel will be operated portably in charge of experienced operator, Bill Bailey of Chicago, Illinois.

The Editors family were the guests of Snapp brothers on Saturday Night, July 24th, at Winchester, Illinois. The children had a great time on the Merry-go-round, visiting the miniature City Show and other attractions on the Midway.

The Snapp Brothers Shows consist of four large rides:—BIG ELI, Carryusall, Chairplane, and Whip. Several real shows and a number of large Concessions complete the Midway. Ivan and W. R. Snapp are genial hosts. We appreciated the courtesies extended us.

W. A. Landes BIG ELI Wheel

Examine this picture of a No. 10 BIG ELI Wheel carefully and then give us your opinion as to the age of the Wheel. This BIG ELI is owned by W. A. Landes of Abilene, Kansas. Mr. Landes purchased it this year and the Wheel is in very good condition. It is a 1912 Model BIG ELI and this is its fourteenth season. (The lasting qualities of the BIG ELI Wheel cannot be surpassed by any riding device.)

BIG ELI NEWS

Volume 11 No. 9

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

Sometime ago we had a letter from a BIG ELI Owner who also owns a large Amusement Company. Verifying his statements with newspaper reference he told us of a certain city where the Mayor and one city commissioner refused a license to the Spanish-American War Veterans after the Amusement Company had reached the city.

Knowing this owner personally and by reputation for many years we know that the amusement attractions which he carries are of the very best. He owns his own riding devices, railroad cars, wagons and much of the other equipment with his shows. The Amusement Company was booked into the city under the Spanish-American War Veterans who expected the city officials to cancel the license fee for the week as they had done for other local organizations. This being refused the Veterans offered to pay the $320 license and the Mayor and one Commissioner handling the situation refused the money and would not issue a license.

Here is part of the BIG ELI Owner's letter. "After booking the city the Mayor and city officials decided to discontinue the donating of the license to any and all auspices giving carnivals in the future. The price of the license for our size show was $320, and we agreed to advance this amount to the Veteran's Committee so they could take out the license. With the show set up we advanced the money for the license but were refused it. When they refused to issue the license the Mayor told us if we thought we could compel them to issue same to go right ahead and try it. I decided if we fought them and won they could and would make it miserable for us in other ways and thought it best for us to pass up the town, which we did, and went on to the next location."

An entire Amusement Company of riding devices and other worthwhile attractions was forced to lay idle for a week on account of petty personal spite work. No doubt the citizens of the community were anxious for amusement because other Companies playing this city earlier in the season have done good business.

The Manager no doubt lost hundreds of dollars, the Merchants lost money, which the Amusement people would have spent with them but most of all the Citizens lost a week of good clean amusement.

The question that comes to our mind in this and in similar instances is, "Are city officials acting in the capacity of service to the people who elect them, or are they acting solely on selfish motives when they take such a stand on clean amusements?"

Amusements that citizens or communities want they should have providing such amusements are legitimate, enjoyable and safe. It is time that some city officials wake up to the fact of giving people what they want for their community. It would not only be of service to each local population, but be of benefit to the riding device business as well.

Our policy has been to advocate clean amusements and we believe in the specific case mentioned the Amusement Company Manager has a real complaint against the city in question. That he did not press this complaint was due to his desire to protect future Companies playing that city. He made his decision, pocketed the loss and charged it to experience.

These experiences are uncommon to the Managers of clean Amusements. In the experience related we leave it to our readers to decide who was in the right.

BIG ELI TALKS

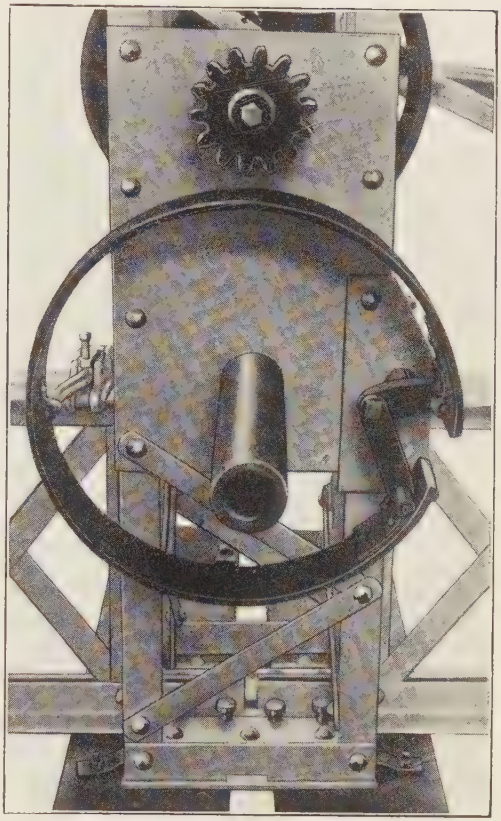
We recently had the pleasure of entertaining for about two hours an Indiana BIG ELI Wheel owner, his operators of the BIG ELI and Merry-go-round, and chief mechanic on his three rides. This owner purchased a used BIG ELI Wheel about o years ago. He plays independent cele- tions and fairs with his BIG ELI No. 5, rouselle, and Chairplane, and came to the G ELI Factory to become personally ac- ainted with us.

The visitors were very much interested in e BIG ELI Factory and had some questions ask about the mechanical features of their G ELI Wheel. It is the explanation of one these questions to which we refer at this ne for the probable benefit of other BIG LI Wheel owners and operators.

The BIG ELI Owner asked this question. an our brake band be sprung? It drags en the brake is off and doesn't expand enly when the brake is put on."

We immediately went to the BIG ELI ock Room, got a new brake band and toggle e photograph) which with brake bar and er causes the expansion of the band and nt over the situation thoroughly with these n. Investigation proved that the original ggle on the brake bar on this BIG ELI heel had been broken and a new one made a local repair shop. This part did not fit or rk properly. It caused an uneven expan- n of the brake band and a grabbing effect en the brake was put on.

When the BIG ELI Operator saw the new ake band finger and support (see photo aph) he stated that they had no support their brake band. This was the reason e band was constantly dragging and causing ra labor for the engine. A new brake bar ggle and malleable finger and support at a st of less than $4.00 remedied the trouble this BIG ELI Wheel. During the process changing hands no doubt the brake band pport which was originally furnished on the heel had been lost.



Now notice the photograph showing the brake toggle at the left and the malleable finger and support on the right. As the brake is applied the toggle causes the even expansion of the brake band on the surface which is inside of the main drive gear, while the support keeps the band from dragging on the brake surface when the brake is off. We always recommend keeping the brake band inside the large gear during a change of location. This protects the band from any damage while moving from one location to another.

Always keep the brake surface polished. A light film of oil will protect it against rust during damp weather. A polished brake surface will always allow a smooth application of the brake. You will find the BIG ELI Expansion brake very sure and powerful. Always be sure it is working properly.

While this owner visited at the BIG ELI Factory he inspected and placed his order for a latest Model ELI Power Unit. He and his operators were very much impressed with this practical, 4 cylinder engine. They have been operating the BIG ELI with a one cylinder engine during the past few years.

It is always a pleasure to have BIG ELI Owners and Operators call at the BIG ELI Factory or write us of their little erecting or operating difficulties. If you have a mechanical problem that we can help you solve to make the BIG ELI Wheel operate better do n hesitate to let us know. We are interest in you and your BIG ELI Wheel and the su cess you can make with it by proper care a operation.

Yours for more and better service

Ben O. Goodhous

Sales Manager

A Money-Getter Among Park Rides

In different issues of BIG ELI NEWS this year we have shown pictures of the BIG ELI Wheel No. 16 at the following locations. Brookhaven, Miss., Coney Island, Cincinnati, O., Forest Park Highlands, St. Louis, Mo., and Fontaine Ferry Park, Louisville, Ky. 1926 Model No. 16 BIG ELI Wheels have also been shipped to Santa Monica, Calif., West Lake Park, St. Louis, Mo., and Fairyland Park, Shreveport, La.

No. 16 BIG ELI Wheels have become very popular in large parks throughout the United States, and Canada. They are located from California to New York, from Ontario, Canada, to the State of Mississippi, on the Gulf. No doubt in future years other parks will add No. 16 BIG ELI Wheels to their other amusement riding device equipment.

We quote a portion of a letter recently received from G. E. Vincent, BIG ELI Owner, of Seattle, Wash. Notice what he says about the No. 16 BIG ELI operating each season near Woodlawn Park, Seattle.

"I am well pleased and can do more business in a given time with the No. 16 Wheel than the No. 12. The runway to the seats is widened, and now by the time the people are out of the seats the other passengers are standing beside it. I have a pen for those going up, and a runway for those going off. The man stands near the Wheel and takes tickets letting one seat full at a time go through. A great many times we find one passenger needed. This man announces, "One single" and another in the crowd comes up making a pair for the seat. He also has the people all ready and saves time after they are loaded in the seats. I think it takes less time to load 36 passenge in the No. 16 than it does to load the No. while the 36 passengers in the No. 16 get th rides in 2/3rds the time.

The height is an extra attraction and mak more business and I would certainly advi anyone who is playing a still spot for t difference in price to use a No. 16 BIG E instead of a No. 12.

My business is a daily grind, open from P. M. to 10 P. M. The "Ponies" (Carous in the building are doing very well and all all I am very well satisfied. Thanking y for all past favors extended me, I remai

Yours very truly,

G. E. VINCENT."

Here Mr. Vincent gives his experience wi the No. 12 BIG ELI Wheel for a numb of years and then with the No. 16 which w erected to take the place of the No. 12 in t summer of 1925. He clearly states the a vantage of the No. 16 in a good location a advises other owners in large park locatio to consider the No. 16 BIG ELI.

While visiting a large park some weeks a the Writer noticed the big Wheel well locat and well lighted in the Park. Just whe this Wheel was made we did not learn. gave a good appearance to the Park and t lighting effect was beautiful, but the fact th commanded my attention was its lack patronage. By watching the Wheel I learn that the reason for this was because it cre around too slowly for the average park visit The ride took a long time and the park visit will not take many minutes to ride such Wheel.

No. 16 BIG ELI Wheel in Chippewa Lake Park, Ohio

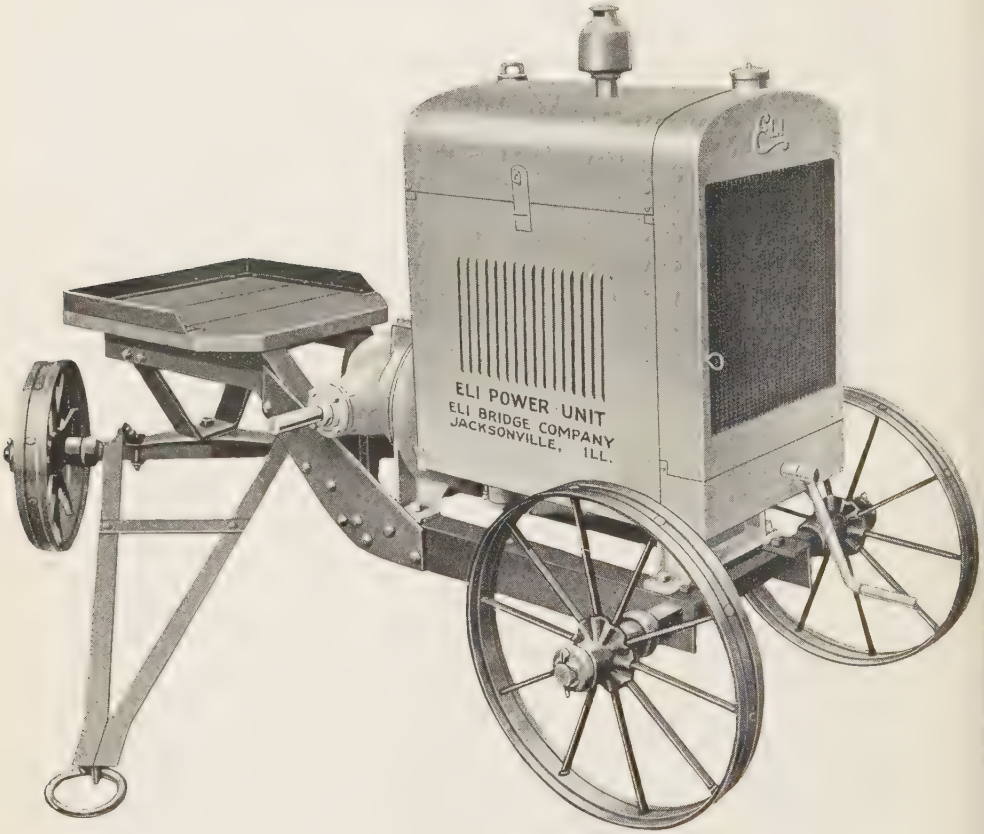
The No. 16 BIG ELI in a park is different. It runs from 2½ to 3 revolutions per minute and the passengers can be given a real ride in just a few minutes time and allowed to pass on to another attraction. The Wheel has enough speed to give a safe, exhilarating ride. Patrons must be handled with some speed if you are to interest them in a high ride on the Wheel. The No. 16 BIG ELI was designed for quick handling and enough speed to interest riders.

Give them an enjoyable ride and your patrons will come back and ride with you again. This means money on your investment and unless you can earn an adequate return on your investment no riding device is a paying proposition. Let us tell you more about the No. 16 as a practical ride for Park use.

An ELI Power Unit

will add to the value of your ride, and furnish you dependable Power. You are then ready to handle your patrons, when the crowds are ready to ride.

The 1926 Model ELI Power Unit



Is The ELI Power Unit a Success?

This is a question which we can emphatically answer in the affirmative and here is our proof.

ELI Power Units are now operating all standard size BIG ELI Wheels, big 3 abreast Carouselles, Mangels, Whips and Merry-Mix-Ups. During the past few days besides shipping several ELI Power Units with BIG ELI Wheels the following special Units have been shipped. One to F. W. Wadsworth, Griggsville, Illinois, for his Chairplane. One to J. W. Hildreth for his BIG ELI Wheel. One to Virgil Jalbert for his BIG ELI Wheel.

Mr. Jalbert and his assistants visited the BIG ELI Factory recently and inspected the ELI Power Unit which was operated for them and details explained. They were very much pleased with the engine and remarked upon its superiority over the old single cylinder engine outfit which they have been operating with for two years. Mr. Jalbert's ELI Power Unit was shipped to Martinsville. Ill., on August 17th.

Recently a BIG ELI No. 12 with ELI Power Unit was shipped to Roy Gray of the Gray Shows. Mr. Gray has been a BIG ELI Owner for a number of years and is adding another Wheel to his present ride equipment. Here's what he says about the ELI Power Unit. "The only thing that was new to me was the Power Unit and I certainly was well pleased with it. I want to figure with you on one for my Mix-Up. Let me know if you have a Unit already to ship."

ELI Power Unit user, R. E. Barnett of the IcClellan Shows, wrote us these facts about is ELI Unit.

"I have given you Mr. Schutz name as a de owner without an ELI Power Unit and ust say he needs power. He is certainly a ooster for the ELI Power Unit as he watches ine in operation daily and always says that is the best he ever saw. He is really a booster r same. I have been trying to get him to uy one.

I have never had a minute's trouble with y ELI Power Unit, all my boys wear white irts and pressed trousers which is a thing at could not be done before getting this onderful Unit. I always had trouble with ther motors and if we happened to have a ight without some sort of a break down the ld motor would throw grease and prohibit e wearing of good clothes. Now, since aving the ELI Power Unit all dirty work nd dirty clothes and worry have been done way with.

Saw a week's report of a BIG ELI Wheel BIG ELI NEWS. I will send you one hich I think is pretty good.

Monday	$69.60
Tuesday	97.10
Wednesday	96.20
Thursday	93.80
Friday	89.30
Saturday	142.10
Total	$588.10

Yours very truly
R. E. BARNETT
c/o J. T. McClellan Shows."

If space would permit we could give you many more recommendations of the ELI Power Unit for riding device operation. Notice Mr. Barnett's report from the BIG ELI Wheeel. This would not have been possible with an unreliable engine, but the ELI Power Unit is always ready for work and that many times means much to the ride owner.

This is the best proof we can offer you for the reliability of this engine outfit. If you need real power on any portable ride there is an ELI Power Unit for you. These are carried in stock and shipment can be made promptly for the benefit of the ride owner in need of an engine at once.

Attention
BIG ELI Owners and Operators

Our BIG ELI Parts Price List quotes prices on repairs f. o. b. Jacksonville, Illinois. If you order repairs shipped Parcel Post, please include in your remittance a sufficient amount for postage on the shipment. If you do not do this, to save delay, we will ship your order by express.

Yours for prompt service,

ELI BRIDGE COMPANY

BIG ELI CLOSED TICKET OFFICE

A comfortable and attractive Ticket Office for any ride
Knocks down in small space for portable handling

Height	6 feet
Width	3 feet 3 inches
Depth	3 feet 3 inches

Price on application

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville, Illinois

BIG ELI NEWS

Jacksonville, Illinois October 1926

William Hoffner's BIG ELI No. 5

NEWS FROM THE RIDES

OUR FRONT COVER

We take much pleasure in being able to show this fine view of William Hoffner's BIG ELI No. 5. This wheel is equipped with 12 white enameled seats, gold leaf decorated, beveled plate mirrors and a six point star of electric lights. Mr. Hoffner is a resident of Peoria, Illinois. The wheel shown was operated in that city from September 10 to 18th at the Greater Peoria Exhibition.

mouth, Kentucky, where Mr. Dealing placed it in operation. The House of ELI is glad to welcome him as one of the members of the BIG ELI Family.

A letter from A. E. and Mrs. Betty Dodson, owners of a 1926 Model BIG ELI No. states that they have been making location in Arkansas and other southern territory. The Dodsons are with the Walter Harris Shows and are among the many pleased owners

Mr. A. V. Johnson's BIG ELI No. 16

This photograph came to the BIG ELI office from a California location. It is a good view of a BIG ELI No. 16 the property of Mr. A. V. Johnson of Sawtelle, California. The Wheel is located on the Santa Monica Amusement Company's Pier at Santa Monica, California. This machine left the BIG ELI Factory on March 17th for its Pacific Coast destination. It is a 1926 Model with plenty of flash and attractiveness; this view also shows some of the other rides at the Pier.

J. H. Dealing has become a new member of the BIG ELI Family. He recently purchased a BIG ELI No. 10 from Charles Bauer of Ohio. This Wheel was shipped to Fal-

of BIG ELI Wheels; who are making re money-getters of them. Quoting from Mr Dodson's letter— "I am writing you a fe words to let you know that our Wheel ha been working wonderfully. We are lookin for an extremely profitable week here and ar living in hopes of fair weather for the rest the six-day stand."

A recent purchaser of an ELI POWE UNIT is Steve Smith, General Manager Smith's Southern Shows which have be playing southern territory this season. Th machine left the BIG ELI Factory on Septem ber 7th, and was intended for use on Steve BIG ELI No. 5.

Another purchaser of an ELI POWER UNIT is Mr. D. L. Hinkson who has a No. 5 wheel, the machine being shipped to him at Castle Shannon, Pennsylvania on August 28th. Mr. Hinkson's BIG ELI No. 5 is with the E. W. Weaver Attractions in Pennsylvania territory. Before going on the road and during the Park season this wheel was operated at Cascade Park, New Castle, Pennsylvania.

BIG ELI Wheel No. 5 in Cascade Park

The above picture shows the wheel as it appeared in the Park at New Castle. This Wheel was equipped with 12 specially decorated white-enameled, mirrored seats and throughout all the time it has been in operation has been a very popular ride. The Wheel is at present owned by D. L. Hinkson, A. I. Donnan and R. D. McCullough, all of New Castle, Pennsylvania.

Throughout the season Mr. R. H. Miner of the Miner Model Shows has been trying to get some pictures of his BIG ELI No. 5 In a recent letter Mr. Miner advises that he is still attempting to get these pictures; and we hope to be able to print them in a near future issue of BIG ELI NEWS. Mr. Miner contemplates playing southern territory with his Rides this fall and winter.

A BIG ELI No. 16 was erected and started operating in Fairyland Park, Shreveport, La., on Monday August 9th. Mr. Austin McPherson from the BIG ELI Factory inspected and started this Wheel for Lionel Meyer, President of Fairyland Amusement Company.

On August 14th the Shreveport Journal printed a picture of the No. 16 BIG ELI and included this statement. "This giant Ferris Wheel now in operation at Fairyland Park towers over 100 ft. above the water of beautiful Cross Lake, Shreveport's source of water supply. The Wheel is beautifully situated on a high bluff jutting over the water. From its top can be seen all the tall buildings in Shreveport and the entire expanse of the lake with its beautiful surroundings. A Factory representative inspected the Wheel Thursday and pronounced its construction perfect and the site ideal. He said that Fairyland Park is a credit to Shreveport and has the foundation for one of the finest amusement parks in the country. The BIG ELI Wheel is in operation from 5 P. M. until midnight on week days and from early morning until midnight on Saturday and Sunday."

Mr. Meyer is enjoying good business with the Wheel at Fairyland Park and is looking forward to enlargements in the way of more amusement rides for the Park location in the future. He is planning to make it one of the show places and playlands of the south. The BIG ELI Wheel was the first ride to be installed in Fairyland Park, Shreveport, Louisiana. Here is another example of the popularity of the BIG ELI as a real park ride.

Paul Spears, operator on the F. E. Mason BIG ELI No. 12 which has been playing northern territory this summer in the Great Lakes region, is the proud wearer of a BIG ELI Operator's Lapel Button. The BIG ELI manufacturers are glad to send this emblem of service to Mr. Spears as his several years as a reliable operator of BIG ELI Wheels fully entitles him to own and wear one.

Ride men, BIG ELI NEWS would like to have photographs of your BIG ELI Wheels, Merry-go-rounds, Chair-O-Planes and other pictures of Riding Devices. BIG ELI NEWS is intended, primarily for Riding Device men and the publishers want you to feel that it is *your* Magazine and that you have a real interest in it. The Editor would like to see Photographs pile up on his office desk till there was nothing but his ears showing. So get out the old Kodak and take a few shots at your Riding Devices.

This report of a BIG ELI No. 5 just came in. This wheel has been playing independent in a northern state and the owner has the following report to make of the receipts on the various days indicated.

Labor Day	$204.75
September 9	115.00
September 10	206.20
Total for 3 days	$525.95

These figures vouch for the established popularity of this ride and show that its earning capacity is on the increase.

Cheer up! You haven't a bit of trouble. I know a blind man with one arm whose only way of making a living is playing a cornet and now he has the itch.

On Wednesday night, August 18th, thirteen Office and shop employees of the BIG ELI Factory drove to Beardstown, Illinois, where they were guests of the S. W. Brundage Shows playing the Annual Carnival and Fish Fry in that city. This trip has been placed on the regular schedule of BIG ELI Employees who enjoy a fish dinner at the Park Hotel ending up with seeing the attractions of the Brundage Shows as guests of the management.

The S. W. Brundage Shows have carried a BIG ELI No. 5 for many years. S. W. Brundage, Mike T. Clark and Dennis E. Howard have long been friends of the BIG ELI Company, and the employees are enthusiastic in their praise of the courtesies shown them by Mr. Howard and Mr. Clark now in charge of the Shows.

Lee A. Sullivan, Secretary-Treasurer, and Ben O. Roodhouse, Sales Manager, with Mr. Stanley Martin, (a cousin of Mr. Sullivan) could not go with the other employees on Wednesday night so they visited the Brundage Company on Friday night, August 20th. In addition to a visit with Denny Howard they also saw their friends Mr. and Mrs. Bert B. Brundage, Mr. and Mrs. Charles Cohen, and Mr. and Mrs. Elsworth McAtee. The latter two boys are in charge of the Merry-go-round and Caterpillar with the Brundage Shows

We are showing here a picture of C. W. Naill's BIG ELI No. 5. This wheel was purchased in 1923 and has been doing fine work

C. W. Naill's No. 5 BIG ELI

ever since. Mr. and Mrs. Naill are now playing independently in Arkansas territory. In a recent letter from them they inquired how the BIG ELI Factory fared in the disastrous flood which visited the Home of BIG ELI Wheels. We are fortunate to be able to state that the BIG ELI Factory suffered no damage, other than a suspension of operations for a short time, due to the fact that no electrical power was available.

BIG ELI Operator, Louis A. Nichols wrote us recently regarding his experience with a new Model Wheel. We quote from his letter "I have been operator of Mr. N. L. Creson's new No. 5 BIG ELI Wheel. I think the new

Wheels are very nice, also the ELI Power Unit is a wonderful motor. It can't be beat. I have been a BIG ELI Man for about 8 years and will say the BIG ELI Wheel cannot be beat for service."

Mr. Nichols has had 8 years of experience with BIG ELI Wheels and he likes the latest Model No. 5 best of all.

J. A. Montgomery's No. 5 wheel is now being operated by Norwood Nihizer, on the Mad Cody Fleming Shows. He was put in charge of the wheel when Mr. Montgomery visited these shows last June.

The BIG ELI Office is indeed glad to extend congratulations to Mr. and Mrs. James W. Bowe of Chicago on the Arrival of Baby Carlotta May Bowe, born August 31. Mr. Bowe is the owner of 2 No. 5 BIG ELI Wheels.

BIG ELI NEWS is pleased to print the following on a BIG ELI Wheel No. 5, mailed to us from a northern location. The Writer of this report states that although the weather was very disagreeable, cloudy and sometimes rainy, it can readily be noticed that the popularity of the No. 5 was up to its regular top-notch standard. Consequently drew the crowds and the cash despite the unfavorable weather. Receipts were as follows.

August 31	$ 31.40
September 1	240.00
September 2	216.10
Total 3 days	$487.50

The report of these three days is quite gratifying and very good under the adverse circumstances through which it was made.

In a recent communication from Mr. Robert H. Work who owns a BIG ELI No. 5, the writer states, "The Wheel is in good shape and I have never lost a minute with it. The Unit is a wonder, always on the job, never had a wrench on it except to grind the valves." Mr. Work is another satisfied user of a BIG ELI Wheel and Power Unit. His rides have been playing engagements in the Middle Eastern states during September.

A letter came to the Editor's desk the other day bearing the following good report of a fine week's work. The Wheel making this amount is a new 1926 No. 5 with lots of Flash and was shipped from the BIG ELI Factory in April of this year. The Wheel, while being operated in eastern territory earned an average daily income of $105, for a period of five days. While this report is not as high as some that have been sent in, it is nevertheless a good indication and a convincing testimonial to the drawing power, popularity and earning capacity of the BIG ELI No. 5.

Another member of the BIG ELI Family, Mr. Noble C. Fairly who operates a new 1926 Model BIG ELI Wheel No. 5, was recently heard from. Mr. Fairly states in his letter that crop conditions in the southern territory where he is playing are by far the most promising of those for many years past. This prosperity of the agricultural regions of the southwest will, of course, be somewhat reflected in all types of business in that territory, including the traveling Amusement Companies. Mr. Fairly optimistically looks on the bright side of things and states in his communication that they look forward to a real, live business in these locations. His new Wheel was purchased in February of this year, and its owner is more than pleased with the satisfactory manner in which it has been bringing in the dividends.

WENT TO THE BOW WOWS

Asker—What became of that portable garage of yours?

Teller—I tied the dog to it the other day and a cat came by.

A Correspondent wrote—Dear Editor:—Please give me the name and address of the most reliable fortune teller.

Wise Editor's Reply—Dunn and Bradstreet, New York City.

Young Eligible—I want to marry your daughter.

Practical Father—Well, I've requested all the other applicants to submit sealed bids.

—Current Topics.

First Cannibal—The Chief has Hay Fever.

Second Cannibal — Serves him right; we warned him not to eat the grass widow.

BIG ELI NEWS

Volume 11 No. 10

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

CASHING-IN ON HUMAN NATURE

There is an ancient saw to the effect that the Colonel's Lady and Judy O'Grady are one and the same under the skin. One need only look about him, in his walks through life, to learn the truth of this statement. Not alone is this applicable to the social classes but it may truthfully be said that all human beings regardless of creed or of color are one and the same in their love of amusement.

It is this same inherent instinct in mankind that has caused the Amusement business to become as highly organized as it is today. Everywhere in every climate, all classes of people are clamoring to be amused. This instinct has therefore been met, to a large extent by the Amusement Midway and its attendant Riding Devices. Years of experience in the operation of Amusements bring to light the fact that no Amusement Company, Park or Fair Midway is complete without some type of riding device.

The Public has long taken it for granted that each Amusement Company, Park or Fair Midway, to be complete and fill the inate desire of a pleasure seeking community, must afford them a thrill out of the ordinary of their every day life. Something that leaves in their beings a pleasant memory; to be discussed and held in mind, or the repetition of which is pleasantly anticipated.

So, in the course of events; time, tide and necessity have developed riding devices for the amusement, the satisfaction and fascination of a pleasure seeking public.

Back in the Years when the BIG ELI Factory was still a dream the future manufacturer of BIG ELI Wheels realized this fundamental point in Human Nature and in the mind of this one man originated the idea of building a riding device that would serve the great purpose of amusing. While at the same time it should be so devised and so constructed as to efficiently answer its initial purpose; be of sufficient strength to stand hard usage, and above every thing else, be a real money-getter for its owner. On this idea was the BIG ELI Factory founded. With this goal ahead, BIG ELI Portable Ferris Wheels were developed to attain it.

Turn now to the Midway.

What is the great landmark of all Amusement Locations? All eyes naturally turn to the Ferris Wheel, towering many feet above the other devices of the Midway. Its dazzle of brilliancy answers the instinct of fascination; it is commanding in its altitude; pleasing in its appearance; satisfying in its power to amuse while in its capacity to give pleasure seekers a real enjoyable ride, BIG ELI has no equal in its field.

Are BIG ELI Wheels Portable? Men who own and operate the wheels all declare that for ease of erection, compactness and simplicity, BIG ELI Wheels have established a reputation which is truly universal. From the public point of view there is always the factor of safety to be considered. The superior grade of materials used; high quality workmanship; and stable construction of each part of a BIG ELI Wheel gives them a quality which assures the riding public of absolute safety.

Are BIG ELI Wheels sure money-makers? We refer the prospective purchaser to the man who owns one. In every instance the answer is always the same, "Absolutely it is! Our BIG ELI is the best money-getter on the midway today."

Buy a BIG ELI and MAKE it work for you.

BIG ELI TALKS

The ELI Power Unit makes good in its ome community.

During the afternoon and night of Wednesay, September 8th, Jacksonville, Illinois, and rrounding community were visited by a oudburst. During the 24 hour period from :00 A. M. to 6:00 A. M. September 8th to :h 7.66 in. of rainfall was recorded. This ıused the worst flood that this community as ever known.

With the water lowered in the pump house and partially pumped from the pits on September 10th the city engineers began investigation of an emergency plan for water supply. All the electric generators had stood in water and were useless for emergency operation. Then the ELI Power Unit became an important factor in Jacksonville's water supply. With much difficulty an ELI Unit was lowered into the pit, belted up and started in operation.

ELI POWER UNIT Doing Heavy Duty During Flood

Lake Mauvaisterre, a large body of water ocated south and east of the city, is the ource of water supply for Jacksonville. At 1:45 P. M. following the heaviest rainfall ne large dam at the Lake broke and the city ater pumping plant was flooded to the depth f 6 ft. on the main floor. This completely aralyzed all the pumping and electric lightng machinery and for several days the city as without city water, electric lights or gas.

You see the picture of the ELI Power Unit as it appeared in the machinery pit of the city pumping plant where for more than 36 hours this Unit of 16 h. p. size pulled a 20 h. p. load consisting of a large rotary water pump. This brought water from the temporary formed lake below the original dam to the pumping plant for filtration and supply to the city water mains.

Notice the 28 in. wood split pulley on the

countershaft of the ELI Power Unit. The ordinary size pulley used on an ELI Unit is 15 in. diameter, or 7½ in. leverage to work against from center of shaft to rim of pulley where the belt pull comes. While this pump required a 28 in. pulley to get the right speed with a 14 in. leverage. A rotary water pump like this never lets up on the load for a single moment but is the same dead load drag every second. This was a brand new BIG ELI Power Unit right out of our shop and had not had any "wearing in." It was a remarkable performance.

The ELI Power Unit was started at 8:00 P. M. on Friday night, September 10th, and run for 4 hours continuously until 12:00 midnight. Then as the temporary water supply became exhausted through leakage of the cofferdam, the Unit was shut down until 1:00 P. M. on September 11th. It then began work and worked continuously until 11:45 P. M. At this time a 15 minute shutdown was necessary to lace the belt. At 12 midnight on September 11th the engine was started again and worked until 12 midnight September 12th during which time one shutdown of an hour and ten minutes was necessary to change the belt and tighten the pulley. The Unit made a constant run here of 22 hours, 50 minutes. The total actual running time of the plant was 37 hours, 35 minutes. During this time the ELI Power Unit never hesitated. A constant flow of water was run through the radiator. The engine pulled a 20 h. p. load exceeding its own h. p. by one fourth. Thus it helped to keep the city of Jacksonville supplied with water.

Notice the platforms stacked one on t other to bring the Power Unit level with t pump and keep it out of water and mud th was freely mixed on the floor of the mac inery pit.

Notice the electric generator at the left the picture. This generator was drown in 16 feet of water and cannot be placed operation for many days.

Other ELI Power Units were furnished t Jacksonville Daily Journal and the Ide Baking Company. Our city papers we printed by using an ELI Power Unit as pow on September 9th, 10th, 11th and 12th.

The Ideal Baking Company operated a ELI Power Unit constantly for 15 hou September 9th and 10th taking the place of 25 h. p. electric motor. Thereby the city ar community were supplied with bread.

The ELI Power Unit was designed f operating riding devices but during floo emergency these engines did real duty f many continuous hours commercially.

No ride owner should hesitate to attach a ELI Power Unit to his rides because it w give constant, reliable service and do th work easily without worry to its owner. L us tell you more about this reliable engi which is always ready to work.

Yours for reliable power,

Ben O. Goodhous

Sales Manager

TO OUR READERS

If you find a renewal card in this Issue of BIG ELI NEWS, it means that your subscription needs renewing. BIG ELI NEWS costs you nothing. We mail it to you Free. So please fill out, stamp and mail the card Now—then you are assured that this Magazine will continue coming to you for another year without Interruption.

We Thank You for Your Interest in BIG ELI NEWS.

The Editor.

The Ace of Midway Profit Makers

Riding Device Men who are confronted with the problem of securing a portable, profitable, popular ride, this is of interest to you The House of ELI has an answer to your problem in the BIG ELI No. 5.

Why is the No. 5 so popular? Being of medium height, 40 ft. 3 in. high, weighing 2,375 pounds; the relatively small weight of each unit entering into its construction makes it an easy model to dismantle or erect. The normal speed of the No. 5 is four revolutions per minute, carrying 12 seats with a minimum of 24 and a maximum of 36 paid fares. The popularity of this model was so much in excess of expectations that the BIG ELI Manufacturers have found it essential to devote most of their time to the building of it. More No. 5 wheels are sold than any other model. Why? Because this model BIG ELI is purposely adapted to Traveling Amusement Companies. Product of 26 years of BIG ELI Service, it meets the final test because the manufacturers use only the highest grade of raw materials, employ only the most expert mechanics, wood-workers and finishers. To what purpose? To maintain the established dependability of these products.

Not more than four men are needed to put up or take down the No. 5; while in all cases three people are sufficient for its operation.

Extra Labor needed in the erecting and dismantling need be employed only for a short time because BIG ELI Wheels are easily erected or taken down in a few hours. The ticket-seller, regular operator and a third who acts as general relief man and assistant to the operator; these are the only ones needed for its manipulation. Experience teaches that it is detrimental to speed to use more than two people in the handling of Patrons on the No. 5.

The first BIG ELI built 26 years ago is still in operation and earning money for its owner.

Pins are machined and made of cold-rolled steel; towers, spokes, knee-braces and all structural parts are of Bessemer steel. Small parts are made of malleable iron. Cables and other parts are made of the best materials available. That is the reason why BIG ELI Wheels never wear out.

Seats used on the No. 5 and all other BIG ELI Models are beautifully decorated in bright colors. They give flash and contrast to your midway. BIG ELI Seats are strong and are built to withstand loads many times greater than their operating requirements.

Standard power equipment is the reliable ELI POWER UNIT described in this issue of BIG ELI NEWS. All BIG ELI Rid are sent to the buyer complete. Nothing missing that is needed for their operatio Nothing is needed except gasoline and wa in the Power Unit and then the Wheel ready to run. Each Wheel is set up in t BIG ELI Erecting room before leaving. T policy of the House of ELI is to please Patrons and KEEP them pleased.

But here's the real question. Every Ri Man wants to know, "What kind of a mone getter is the BIG ELI No. 5?"

RIDE MEN, in the July 4th contest, 8 BI ELI Wheels No. 5 averaged $560.50, a ne contest record. In the last 4 BIG ELI Co tests the No. 5 Wheels took 31 out of the prizes given!

Study these figures:—

Year	No. 5 BIG ELI Prize Winners	No. 5 Averages
1923	7	$462.
1924	7	453.
1925	9	466.
1926	8	560.

These figures show that the earning qualiti of the BIG ELI No. 5 are on the increas Let us tell you more about this popular mod Write ELI BRIDGE COMPANY, Jackso ville, Illinois.

The 1926 Model ELI Power Unit

Is Your Power *dependable*?

Ride owners! Read our answer to this vital problem.

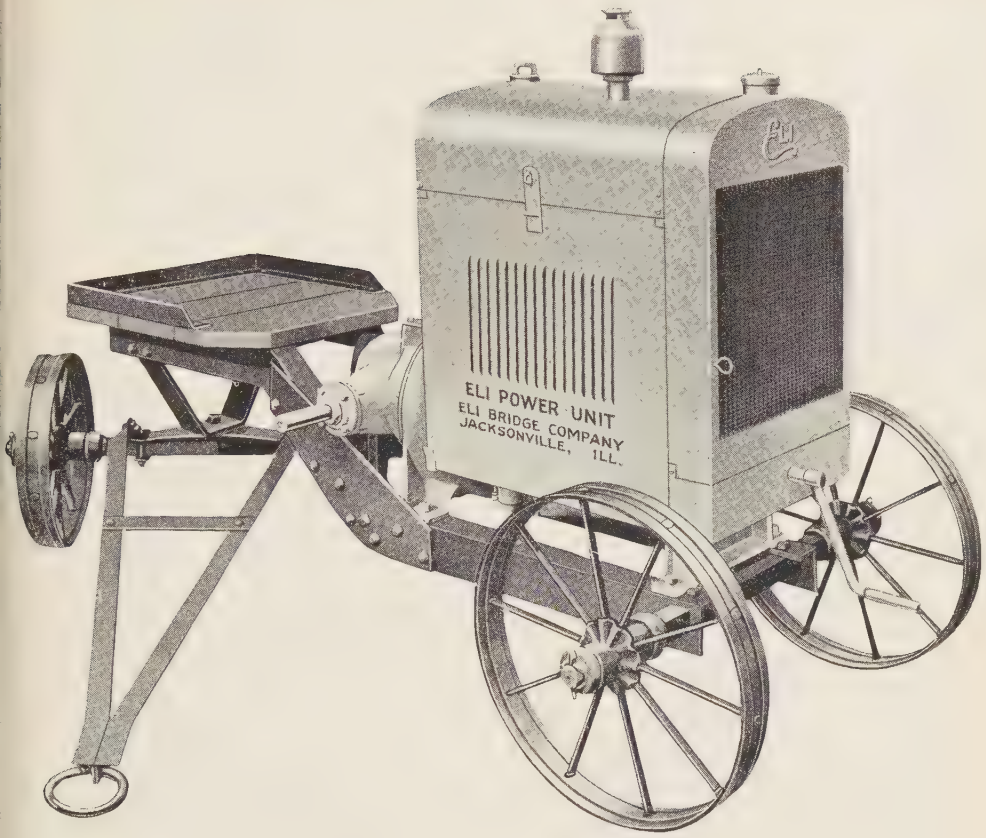
Every owner of a riding device is interested in motive force. Power is Essential. Instances are on record of hundreds of dollars being lost due to the utter failure of a poor Power Unit. ELI POWER Units have a reputation for hard work and dependable operation through the hardest usage. Could the prospective purchaser of an ELI POWER Unit read the many unsolicited testimonials daily coming into the BIG ELI office, his mind would be set as to the supremacy of ELI Power.

ELI POWER Units are silent; and are readily recommended as the smoothest power available. One Ride Owner after purchasing an ELI POWER Unit found it necessary to look several times to make certain that it was running. There are countless testimo ials to this feature.

Unlike other machines ELI POWER Uni were purposely designed for Riding Devic and are readily adaptable to the requiremen of BIG ELI Wheels, Chair-O-Planes; Merr Go-Rounds; in fact all portable rides. Not b accident or slip-shod methods has this machi been developed. Years of experience ba of its workmanship and engineering are invo ved in its design. The product of a desire give Riding Device men a good engine; it practical for any use where it is not loaded excess of its capacity.

If you are not a user of an ELI POWE Unit you SHOULD BE!

If your power fails at a critical mome there is not alone the loss of business but a companying it the embarrassment and ne vous tension of such a mishap. Now, M



Wide Owner, when time, money, nerve-force and business are daily being conserved by the use of Reliable ELI Power, you become interested. ELI POWER Units are doing that for their satisfied users today! Their service is efficient and genuine. Many testimonials verify this.

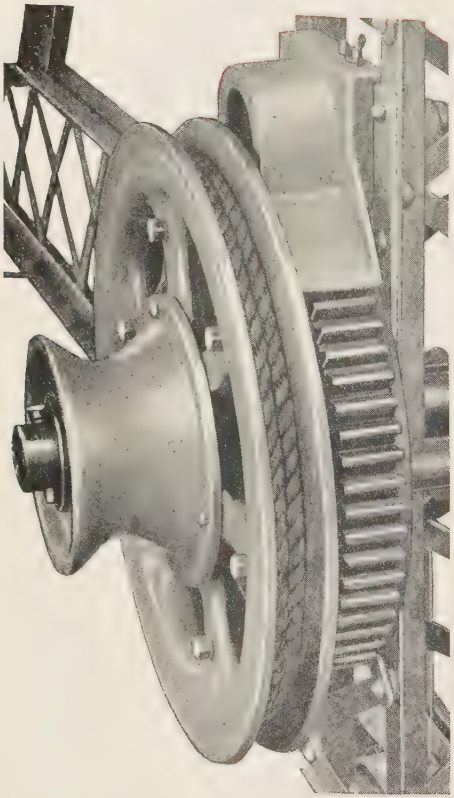
ELI POWER UNIT features are; four-cylinder, heavy-duty type motor; built-in governor; Zenith Carburetor with Air-Cleaning Attachment; high-tension magneto; efficient and effective fan-cooling system; cast-iron, trade-marked radiator; Circular-Splash and Oil-Pump System of Lubrication; 16.3 H. P. on belt-pulley; S. K. F. Ball Bearings in transmission counter shafts; accurately ground and hardened gears and numerous other attractive features.

Read what satisfied POWER UNIT Owners say—"I am indeed glad that I purchased an ELI POWER UNIT for it makes me more money and I have no worry about breaking down." From another, "My first one is running like a new one and this is its fifth season on the wheel." Another states, "That POWER UNIT is a Peach, it starts right off and runs so smooth and different from my other engine." One who purchased an ELI Unit for his Chair-O-Plane, liked it so well that he wrote, "In a few weeks I want another ELI POWER UNIT for my Merry-Go-Round. Then I will be set for power which will stand up." Countless others vouch for the dependability of the ELI POWER UNIT.

ELI POWER UNITS are always carried in stock. They are ready for immediate shipment. The House of ELI ships orders on the day they are received. Order your ELI POWER Unit NOW!

Write us for Information and Prices on the PRINCE of POWER UNITS.

ELI BRIDGE COMPANY
Jacksonville, Illinois.



Big Eli Owners!

Add a Gear Guard to Yo Wheel Equipment. Furnish Standard on All New BIG E Wheels. Can be quickly install on all older models. A Safe Feature well worth Purchasing.

Price $6.25 Ready to Use

BIG ELI OWNERS

Why not paint your Wheels before storing them for the winte
ELI Special Aluminum is in Stock for Prompt Shipment

Special ELI Aluminum Enamel, Gallon	5.00
Special ELI Aluminum Enamel, ½ Gallon	2.60
Big Four Orange Yellow Paint for Crates, Gallon	3.20
Big Four Orange Yellow Paint for Crates, ½ Gallon	1.85

Order Yours Now!

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville - - - - - - Illinois

BIG ELI NEWS

Jacksonville, Illinois November 1926

Harold C. Barlow's BIG ELI No. 5

NEWS FROM THE RIDES

OUR FRONT COVER

BIG ELI NEWS is showing for its front cover of the November issue a broadside photograph of a No. 5 Wheel, the property of Mr. Harold C. Barlow of Barlow's Big City Shows, playing locations through the middle west during the season of 1926. It was the privilege of a member of the BIG ELI force to see this Wheel in operation during the season of 1925, and at that time found it in excellent shape, plainly showing that it had received the very best of care. Everything was in excellent condition from bottom to top and the seats had recently been decorated in flashy new white enamel. This added a great amount to the pulling power of the ride and although it is not a new model, being built in the year 1916, has never failed to draw the interest of the public and to satisfy in its pleasure giving qualities.

The method of manufacturing BIG ELI Wheels is such that long life is naturally given to them. The only thing that gives out is the paint and that, logically, is to be expected under the trying weather conditions to which a Wheel is necessarily exposed. The paint finish is the best that can be obtained to withstand the changeable outdoor weather conditions. The Wheel structure is always permanent and lasting and to have it looking bright and new at all times it is necessary only to renew the paint whenever there is need of it. The proper care and handling of a Wheel in erecting, operating, transporting and storing are the two greatest factors in measuring its long life and consequently its period of usefulness.

A little paint and elbow grease
Much your profits will increase.

Well, boys, here it is, BIG ELI NEWS back at you again this month with a boiler full of high pressure reading. Notice that we have increased the size of our magazine with this issue from twelve to sixteen pages Next month, look out! We're gonna dupliacte our move of this month with the December issue. 16 pages of the livest, happiest, high-spot, ride news that ever rode through a printing press.

To our knowledge BIG ELI NEWS is t only magazine devoted exclusively to t interests of the Riding Device game. serves the purpose too of advertising BIG E Products, and keeping the BIG ELI Whe before all Ride Men. It doesn't make a b of difference to us what may be the ride y own or operate, be it a BIG ELI Wheel, Merr go-round, Whip. Caterpillar, Sea-Plane, He Dey, Cadillac, Packard or tin lizzie, we wa *you* to be a regular reader of BIG ELI NEW

So, here you see it, BIG ELI NEWS, t Ride Man's own Magazine. Created f your interests and your enlightenment. Fe that it is yours and that you are as much part of it as the front cover or the Editor page. Get in touch with us and sail in t photographs of your riding devices. Dr us a line about the doin's of your little fami circle. We wanta know how many tee little Joe has cut to date and whether the k tens were all spotted or a few black, and of h the ride is going to pile up the nickels and dim next season.

Come on, fellows, let's hear from you.

The Editor is glad to acknowledge a lett from Mr. Ralph Gray, who at present managing his brother's show, the Roy Gr Shows No. 2, playing fair locations in t Lone Star State for the season of 1926. R Gray is the owner of two BIG ELI Whee one a No. 5 and the other a No. 12. T latter Model is being used on the Roy Gr Shows No. 2 and the other on the Roy Gr Shows No. 1, which are at the present und the management of Roy Gray himself.

A portion of Ralph Gray's letter follows:

Gentlemen:

Business was good with us last week at t fair. Will say that our new BIG ELI receiving the comments of the Midway. S stayed right close to the Merry-Go-Rou all last week.

We have a mighty fine wheel man in char of it and he together with the qualities of t Wheel keeps things moving with no trou at all.

Yours very cordially,
Roy Gray Shows No. 2
(signed) Ralph C. Gray.

F. L. Flack's BIG ELI No. 12

We had a pleasant surprise the other day when we received a half-dozen interesting photographs from Mr. F. L. Flack of the Northwestern Shows which have been playing fair dates in Michigan during the season of 1926. Let us say right here and now that Mr. Flack knows how to click a wicked shutter on his picture machine and succeeds in getting some rich photographs whenever he tries. The subjects run all the way from a Chief of Police to a 1926 Model Michigan Stump Puller mounted on wheels. He's strong on variety, yes indeed!

Herewith we are showing a picture of a certain Michigan Fair Midway as it appeared at the time the Northwestern Shows were playing there. Notice the "Old Reliable" Model BIG ELI No. 12, which was purchased away back in 1914. This Wheel is equipped with BIG ELI White enameled and beveled mirror seats. Recently Mr. Flack purchased two new new ticket-boxes for his Wheel and Merry-Go-Round, finished in white enamel, with gold striping, which will contribute a great deal of the element of flash to these rides. This Wheel has been the recipient of much good care, been painted lately and has had the best of attention at all times during operation. That's what cuts down the repair costs and raises the cash returns.

There came to our attention recently a copy of "THE COLUMBUS SUNDAY DISPATCH" from Columbus, Ohio, issue of September 26th, sent to us by Mr. Otto Ehring of that city, in which considerable space was devoted to the publicity of the Parsons Avenue Fete, sponsored by the Parson's Avenue Merchant's Association, beginning October 13th and continuing until October 16th.

The special feature of this event was the booking of a BIG ELI No. 12, by the organization sponsoring the event, which was operated free of charge to all who attended the celebration on the four days of its progress. This Wheel is the property of Mr. Ehring, and was no doubt a real amusing addition to this event. Other features were street-dancing, free acts, beauty contest and an auto parade.

Mr. Ehring is the head of his own Amusement Enterprise, the Otto F. Ehring Company, (Incorporated) of Columbus; which for the season of 1926 has been playing the lots of that city with three rides and about a dozen concessions. He has long been a member of the BIG ELI Family and is Optimistic in his outlook for the future. In a recent letter he states that business has been good with his organization, and that fact alone goes a long way toward making a genuine Optimist out of a man.

William Hoffner's BIG ELI No. 5

A fine picture of a nice spot somewhere in the Prairie State sent in by William Hoffner of the Hoffner Amusement Company, home address, Peoria, Illinois. An ideal place down under the cool shade of the big maple trees; where a feller can set and swap yarns with the towns folk or steal a nap out of the beaming scorches of morning sun. A choice bit of carnival news was also sent in by Mr. Hoffner whose letter follows:

Friend Roodhouse—

We sure have been battling rain and mud for about seven weeks. I am now storing the Wheel, and washing the mud off of the seat boards, which were surely muddy. They didn't mind the mud at....., I never saw anything like it. I will send you a picture to put in BIG ELI NEWS. I think that it is a very good picture, taken real early in the morning, and I am also sending you a picture of Mr. and Mrs. Dunn with their Glider. They went back to their home in Atchinson, Kansas, after closing the season with me here. Mr. Harry Dickerson also made a long jump to Chattanooga, Tenn., after he closed the season here with his dog, pony and wild animal show. Mr. Walter R. Cole, the living skelet joined the Gold Medal Shows at Aledo, Mr. and Mrs. John Kolf and Mr. and M Griffith left for the south after closing he I hope that we will have a good show n year.

Give our best regards to all.

Mr. and Mrs. Wm. Hoffner.

You will not be down and out so long you are up and doing.

Here's a boost for the reliable ELI Pow Unit from Mr. Otto Criss, enroute with Central States Shows. Mr. Criss says,—

"Wish to state that after two years of s vice the engine is still working fine.

At a balky engine, Jim was known to sw
Cussed it up, down, in and out, cussed everywhere.
Now he runs with ELI Power, happy as be.
"For," says he, "I have no use for such p fan-i-ty."

We are glad to print the following statement taken from a letter recently received from Mr. W. H. Hames, owner, of the Bill H. Hames Shows, of Pilot Point, Texas. Mr. Hames writes—

"Have not said anything about the show this year so will say a few words here. Am carrying this year, Merry-go-round, BIG ELI Wheel, Mixup, Whip, Baby Sea-Plane and Baby ELI, and the old BIG ELI is top money po, in fact nearly every week. Also carrying ten shows."

Mr. Hames is one of the many ride owners who has wisely invested his funds in BIG ELI Products, because he is certain of the drawing-power, constant popularity and dividend paying qualities of these Wheels.

The most dangerous part of an automobile Is the nut that holds the steering wheel.

In a recent letter from Mr. D. L. Hinkson, he states that he received the ELI Power Unit all O. K. and that it certainly has a great engine. The Hinkson, Donnan and McCullough wheel has just finished the season on the C. W. Weaver Attractions and will be stored for the winter in New Castle, Pennsylvania.

Here's the kind of a report that is good for the bank account, as no doubt, the owner of this Wheel discovered after he had figured the total of the week's work. This Wheel was playing a southwestern location and one will readily note that business, when the weather was fair, was genuinely gratifying.

		Weather
Tuesday, Sept. 14, ...	$ 5.10	Rainy
Wednesday, Sept. 15, ..	195.15	Clear
Thursday, Sept. 16, ...	163.20	Clear
Friday, Sept. 17, ...	202.95	Clear
Saturday, Sept. 18, ...	288.60	Clear
Total	$855.00	

Men's minds are reached by Quality, not Quantity.

Teacher—"Some terrible things can be taught from kissing."

Bobby—"That's the truth. You ought to see the poor fish my sister caught that way."

BIG ELI Operator Larry August

No wonder this BIG ELI Wheel operator, Larry August, is smiling. Read what his recommendations are—sober, reliable, a hard worker; and handles the Wheel very nicely. He has been the foreman of Orville Miller's BIG ELI No. 5, a new 1926 Model, which closed the season on the Copping Shows September 25th at Brookville, Pennsylvania. In a recent letter Mr. Miller states that his new Wheel will be stored for the winter at Spencer, West Virginia.

"'Sblood, Polonius, but you are a highbrow. You still patronize the legitimate shows and shun the movies."

"'Sgore, Horatius, one cannot well take a roll of film out for a midnight party."

—Froth

Henry Oldham's BIG ELI No. 5

This view of Henry Oldham's No. 5 shows all the seats full and everybody happy. Although not a new model, this Wheel has been a constant money getter for its owner. Mr. Oldham is one of the members of the Happy BIG ELI Family. He has been making locations with the National Amusement Company during the season of 1926.

The principal speaker at an advertising dinner said in the course of his remarks, that there was not a single business under the sun that would not benefit by advertising. When he sat down his neighbor at the table said, "You're not quite right. You know, in my line of trade for instance, we don't need to advertise; we find our clients automatically do the pushing for us."

"Nonsense!" said the advertiser, briskly, "What line of business are you in, anyway?"

"Perambulators," was the reply.

Here comes one for the Power Unit from t king's province of Canada. This Unit w secured in 1925 when Mgr. Harry Lottrid of the Harry Lottridge Shows bought a BI ELI No. 5 and whip from A. J. Mulhollan Here is a case where the owner is satisfi with his first Unit and is after another.

Quoting Mr. Lottridge's letter—

Dear Sirs—

I am very much pleased with your Pow Unit which I am using on my Whip with pe fect satisfaction.

Please quote me a price on your late Power Unit, as I am figuring on selling n tractor, which I am using on the Wheel.

I am,

Yours respectfully,
HARRY LOTTRIDGE

This is not a rare instance but there a many such cases on record, wherein users ha come back for more, simply because the pe formance and durability of the ELI Pow Units are a standing testimonial to its qualit There are a number of traveling Amuseme Companies standardizing on ELI Powe Many owners have three, a corresponding greater number have purchased two, a many more have bought one of these machine

---

Hughey Brothers of Chicago, Illinois, ha booked their BIG ELI No. 12 and Chair-Pla with the E. W. Weaver Attractions whi expect to play locations on the west coast Florida for the coming winter season.

SEVEN MISTAKES OF LIFE

1. The delusion that individual advanc ment is made by crushing others down.
2. The tendency to worry about thin that cannot be changed or corrected.
3. Insisting that a thing is impossible b cause we ourselves cannot accomplish it.
4. Attempting to compel other perso to live and believe as we do.
5. Neglecting development and refinemen of the mind by not acquiring the habit reading fine literature.
6. Refusing to set aside trivial preferenc in order that important things may be a complished.
7. The failure to establish the habit saving money.

—Vision

EDWARD RUSSELL SALTER

The death of Ed. R. Salter on October 12, marked the passing of the best known press representative of the Outdoor Amusement business. The news of Ed's death came as a shock to us. We realized he was seriously ill during the summer, but had expected with the coming of fall that his health would improve.

From Ed. himself we heard of his experiences in theatrical management but always knew him in his capacity as "Johnny J. Jones Hired Boy." His fine news articles commanded prominent space in publications whereever the shows were routed.

Ed was courteous, kind and capable.

Johnny J. Jones has lost his capable Publicity man. The outdoor amusement business a staunch supporter and we have lost a close friend. He died, as he had lived for many seasons, on the show-grounds of the Johnny J. Jones Exposition.

Life's race well run
Life's work well done
Life's crown well won
Now comes rest.

Wow! Look at this one. Rained most every day and ended up with an average of $112.70 for a nine day stand with rain on five days of it. Which goes a long way toward the proof that "Rain no Gain", doesn't hold good with a BIG ELI Wheel. This report hails from a central west location. Look it over.

Saturday, Sept. 11, ...	$ 44.40	Rain
Sunday, Sept. 12, ...	25.40	Rain
Monday, Sept. 13, ...	414.50	
Tuesday, Sept. 14, ...	29.60	Rain
Wednesday, Sept. 15, ..	112.10	
Thursday Sept. 16, ...	115.90	Rain
Friday, Sept. 17, ...	101.10	
Saturday, Sept. 18, ...	128.60	
Sunday, Sept. 19,.....	39.10	Rain
Total	$1010.70	

You prospective ride owners who are looking for a device with a real dividend-paying ability the above report is a good thing to spend a little thoughtful meditation on. Here is an example of the machine making good under trying conditions.

Yes, Sir, we'll be more than happy to greet each and every one of you at the N. A. A. P. when it meets on December, 1, 2, 3, at the Hotel Sherman, Chicago. You'll find us located in booths number 23 and 24 with an exhibit that will be of interest to all BIG ELI owners and other Riding Device men.

We want to get acquainted with every one of you and are hoping that we will be able to greet many of our old acquaintances and make a lot of new friends while we are there. We hope that you'll drop around and enjoy a friendly visit with us.

We'll be there, and going strong for the N. A. A. P. all the time.

Look us up—we're looking for you.
Remember!
N. A. A. P.
Hotel Sherman, Chicago
December, 1, 2, 3,
BOOTHS 23 and 24
BIG ELI ! !

Warning to BIG ELI Owners

A. W. (Slim) Cunningham is a capable BIG ELI Operator, but is dishonest and unreliable. After doing many favors for him over a period of four years, he left without notice, owing me money.

Anyone knowing his whereabouts please advise me.

(Signed) Lee A. Sullivan
ELI BRIDGE COMPANY

BIG ELI NEWS

Volume 11 No. 11

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the words BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

THE SPIRIT THAT NEVER FAILS

The many letters that come to the BIG ELI ELI office may be taken as typical of the well-being of the Amusement Business during the season of 1926. With these as a basis there is a logical conclusion that the past season has been subject to more than its share of storms and bad weather; naturally resulting in a disorder of the cash-box. Many hopeful locations became pitiful calamities, not as a result of a tight-fisted public, but because a large attendance was impossible as a result of bad weather.

During the month of September an unnatural rainfall and floods of record-breaking extent were reported from far reaching parts of the Mississippi Basin. Hardly had the shadow of this passed when came the shocking news of the Florida hurricane, a mad Nature freeing her anger on the mocking picture of Wealth and the small brittleness of mere Matter. As September is the most favored season of the year for fairs and exhibitions, it is certain that many Amusement Companies have fared ill in the hands of King Weather.

Each season Ride Men are affected by these reverses; yet they have learned to take the bad days along with the good; and although it has always impressed the money interest of their business there is an optimistic spirit shown in the letters coming to our attention. Especially has this been true of the season of 1926.

There is much to be gained and nothing to be lost in keeping an optimistic front in the face of such misfortune. A good Ride Man frowns on Ill Luck and with squared shoulders looks to the future for brighter and more prosperous days; for he knows that Optimism pays big of the dividends of Happiness and Good-Will.

Optimism is the bright ray out of the gloom of disaster. Gloom and low spirits are easily passed on and one pessimist on the Midway can mar the cheerful spirits of his many associates. With the spirit of Optimism it is all the more true. The cheerful Ride Man easily casts his spirit upon those about him and thus tends to give peace to the minds of those he meets. To the man who holds this view of life's hard licks there is no bad luck that could not be surpassed by a bigger and more ill fated one. The Optimistic spirit gives support to the ever present will power to make things up and going.

The first stage of despair is Self-pity, and this is the most powerful enemy of Optimism. Ditch them both to the waste basket and look squarely into the eyes of future possibilities. Pep is the big team mate of Optimism. Together they make a force for any man, the value of which cannot be measured either in dollars or draw-bar pull. Spirit and Punch are the latent qualities of all persons, and they need only the hot fire of Ambition and the light of Hope to scatter the gloom and dark chill of life's hard knocks. The Optimism of a hearty spirit is a great factor in the success of the Riding Device business.

On your train of life, hook to the Locomotive of Optimism; Couple the coaches of Punch, Pep and Principle; boot off the hobo of Prejudice; and on the smooth track of Honesty blow into the station of Success with a boiler full of nigh-bustin' Happiness. Be an Optimist!

BIG ELI TALKS

Just recently we received some very fine reports on the No. 5 BIG ELI Wheel and I want to tell you about these reports.

In the beginning let it be understood that this No. 5 BIG ELI was operated during three weeks for which we give these reports under generally favorable weather conditions by a ride owner of experience, W. K. Davison. We agree that these are big reports. They are three splendid weeks' business on the BIG ELI No. 5. That's why we want to tell you about them so that you will know the possibilities with a No. 5 BIG ELI Wheel under favorable weather conditions operated by a man who attends strictly to business.

BIG ELI No. 5

Here is the BIG ELI Wheel that earned the receipts which we show you. This picture was taken on Thursday at one of these three fairs. The BIG ELI Wheel is operated with an ELI Power Unit and during the writer's visit at the Wheel the Power Unit never failed but handled passengers continuously as fast as the operator could handle them.

The first fair was in a Central Western State for seven days, and the BIG ELI receipts were as follows:

August 22,	$ 78.45
August 23,	261.40
August 24,	288.65
August 25,	319.50
August 26,	375.60
August 27,	231.35
August 28,	86.70
Total	$1641.65

And then a Fair in a Southern State for six days:

September 13,	$ 29.65
September 14,	410.25
September 15,	88.75
September 16,	283.90
September 17,	227.55
September 18,	279.70
Total	$1319.80

Another Southern Fair of six days:

September 27,	$ 24.80
September 28,	423.45
September 29,	162.25
September 30,	177.95
October 1,	238.55
October 2,	182.85
Total	$1209.85
Total for the three weeks operation,	$4171.30
Average per day,	$ 219.45

These receipts are being published for two particular reasons. One is to show the earning power of the No. 5 BIG ELI Wheel under favorable operating conditions. The other reason is to prove to our readers that the BIG ELI Wheel is not losing its popularity but is becoming a more popular ride constantly.

All of these locations were situated east of the Mississippi River.

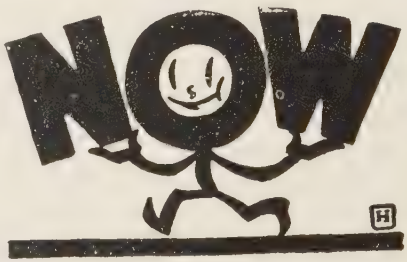
This No. 5 Wheel is fourteen years old but is always kept in first class condition, the seats are well finished and flashy, the steel work is kept nicely painted and the entire outfit is attractive. The operator is courteous and the owner is always nearby to see that the BIG ELI is running smoothly at all times.

We have the originals of these reports in the BIG ELI Office with many other reports taken by this Wheel and other BIG ELI Wheels of various sizes. Let us tell you more about the profit earning ability of th BIG ELI as a fine ride for any Midway Park.

Yours for a BIG ELI,

Ben O. Goodhouse

Sales Manager.



is the time to stop profit losses! Shut-downs mean money. The ELI Power Unit is the only dependable insurance against loss from poor power. Quiet, Dependable, Substantial, economical. Merited high quality attained through years of manufacturing experience.

Write for information and prices.

ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville Illinois

TO OUR READERS

If you find a little pink card in this issue of BIG ELI NEWS, it means that you'd better fill it out and stamp, and mail it to us. Then you will be assured of this magazine coming to you for another year without interruption. We mail it to you Free. So let's hear from you if there is a card enclosed.

Thanking you for the interest you have shown in BIG ELI NEWS.

The Editor.

THE OLD RELIABLE

No. 12 BIG ELI

Prospective Ride Men, future fellows of the Midway Brotherhood, let's talk turkey on this wheel proposition.

There's not one among you who does not want to be happily independent, and being a prospective Ride Owner your business interest is centered in some sort of a Riding Device. You want a Money-Maker. So be it concluded that the future size of your wallet and the coming volume of your bliss depends upon whether the ride you buy is a white elephant or a miniature United States Mint. Whatever your buy, you will feel happy when it repeats and the nickels pile up, but if the ride is a flop you'll feel like a blind man at a burlesque show.

Now, when the time for advice is ripe, how about some of the same? You live-wire prospects know that the public is pleased with a Ferris Wheel, and if you are in the market for a popular ride, how about the BIG ELI No. 12? Let's get down to facts.

Here comes Bill Bump a prospective purchaser of a BIG ELI No. 12; confronted with the problem of securing a first-class ride.

"Hello," says Mr. Bump, "I want a practical ride. Gimme the dope."

"At your service," says I, "Here, have a seat."

Mr. Bump sits down and I come at him this way, "Bill, the public has a natural hankerin' after a vertical ride, and where else can one find a genuinely vertical ride unless it is in a Ferris Wheel. Now, let's consider the "Old Reliable" BIG ELI No. 12, 45 ft. 3 in. high; carries twelve standard BIG ELI Seats beautifully finished in red and green; with a minimum capacity of 24 paid fares per trip and a maximum of 36. This Wheel was built with a logical foundation, and does not deteriorate

at a definite age into fractional bits as did the One Hoss Shay but keeps continually at it, year in and year out. The fact that the first BIG ELI built, this "Old Reliable" Model, is running yet and still paying a dividend proves our claim to the duration and the great, constant earning-power of the No. 12. Its owner has a double advantage, Bill; fine for a Park ride because of its height; popular as a Portable Device because of its great dependability.

"Fine!" declares Bill, "But in what other ways is it popular?"

"Take it from the owner's viewpoint," I answers, "We have on record the names of owners of BIG ELI Wheels, who in many cases not only paid for them, but found it possible to purchase other riding devices; assisting them to eventually get into business independently. Many owners would dispose of all rides but the BIG ELI if they had to sell all but one; because it assures a steady income and its minimum overhead guarantees a greater profit. The "Old Reliable" BIG ELI means bacon and beans for many a ride owner, Bill."

"Now,—popularity from the public point of view. They like it! The BIG ELI is a recognized "repeater." We have found this to be the truth, from personal observation. Time after time members of the BIG ELI force have watched "repeaters" ride the Wheel and then go back and ride it again, just because the BIG ELI does not leave unpleasant sensations of dizziness or sea-sickness with its patrons. It starts smoothly, runs evenly, stops without jars or jerks and that's why many owners rightfully declare it to be the smoothest ride they have had the pleasure of operating.

"That's fine!" puts in Mr. Bump, "But what I want to know as a prospective purchaser is this. Does it *get the money*?

"Absolutely it does!" I promptly reply," Ask any man who owns one. Here are the facts, and they are backed up by certified statements. Mrs. R. L. Browning's No. 12 took sweepstakes in BIG ELI'S 1926 Contest. $695.40 in one day! Same Wheel topped the list in '24 with $681.05! C. H. Steffens in '22 with a No. 12 took the lead with $590.90, nearly a hundred dollars ahead of runner-up. There are other instances. Now, Bill, these facts absolutely show that the No. 12 is increasing in *earning power*. That's what it takes to bring in the bacon, Bill, Earning *power*! And the BIG ELI is one ride that has *it*.

"Right you are!" says Bill with a smile, as he grabs my hand for a fraternal shake, "Count on me for a BIG ELI."

How Many Can You Use?

23-Watt Street Railway Type electric lamps. That rugged lamp used as standard equipment on BIG ELI Wheels.

Per Case of 120 - - - - - - $24.00

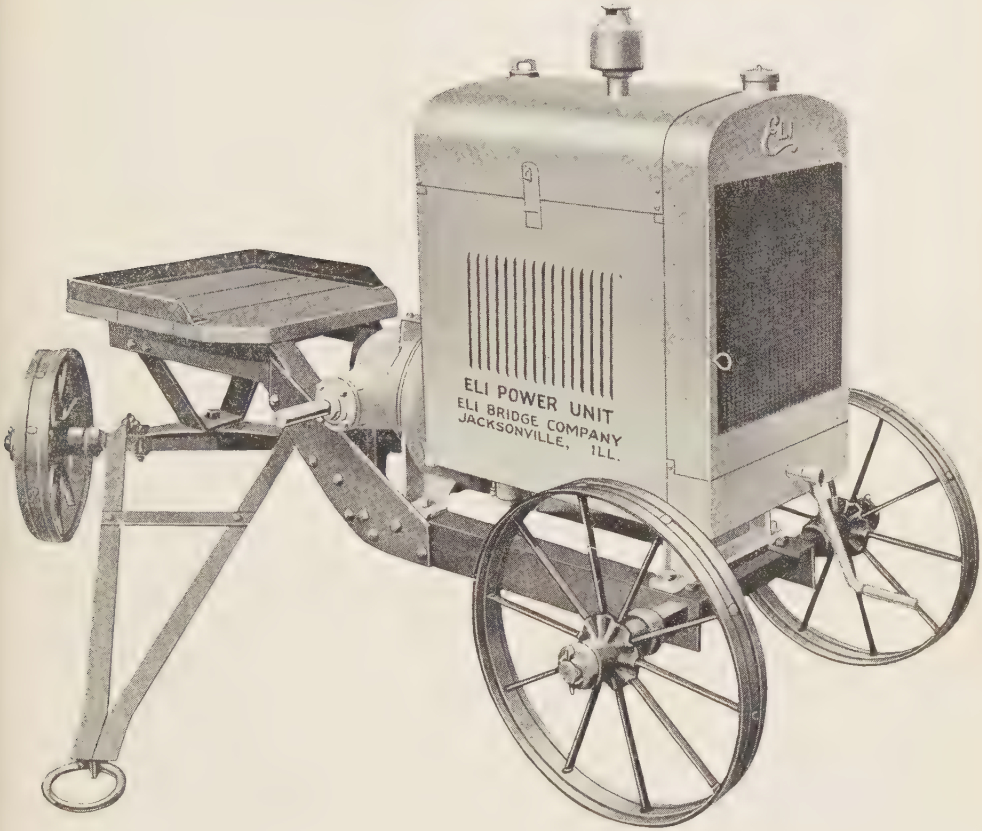
F. O. B. Jacksonville, Illinois

DON'T DELAY——BUY TODAY!!

ELI BRIDGE COMPANY

Jacksonville, Illinois

The 1927 Model ELI Power Unit



Mr. Ride Owner, here is the motive element that you need for your ride, a device on which you can rely at all times, operates with a minimum of expense and has the essential qualities of portability and efficiency. There are a number of substantial reasons why the ELI Power Unit is practical for the operation of BIG ELI Wheels, Merry-go-rounds, Whips, Caterpillars, or any other type of portable riding device. The mechanical features of this machine were developed with this particular field of utility in view. The cut-under truck is assembled in such a manner that the Unit may easily be turned around in its own length. When in a car or wagon the tongue and front wheets may be turned, the former being placed under the engine, thus conserving a considerable amount of space. The *all* Steel Truck is an exclusive BIG ELI development, fully covered by patents and used by the ELI BRIDGE COMPANY in mounting the various types of engines they have used in the past years.

People who have owned this machine are confident of its abilities and will unhesitatingly recommend it to their closest friend for the successful operation of his ride. The quality of its structure and the dependability of its operation has elicited a great many testimonials to its many inbuilt virtues.

It has been very well said that the master's product cannot be produced at the bungler's price, and in no field of business is this more ably applied than in the manufacture of BIG ELI Wheels and Power Units. The House of ELI many years ago discovered that two things must invariably enter into the making of ELI Power Units. Twenty-six years in

the riding device business both as operators and then as manufacturers, has left the knowledge that a power unit taken near and far over the country, must consequently be subjected to an enormous amount of rough treatment, the total of which would be rapid deterioration of the machine. Therefore, the first essential is that of using the very highest grade of raw materials.

It is entirely possible to build this machine with all ease from poorer grades of material; and in the end produce a Unit that would beyond all doubt look as beautiful as the present high-grade product. But on the final test—the test of endurance, their performance would be but a shadow, despoiling rapidly into the junk-pile of premature old age. There is no such necessity as that of spending the morning hours of the Big Day, repairing an ELI Power Unit so that it will function properly when the crowd gets there in the afternoon. A twist of the crank and the quiet motor purrs like a maltese kitten.

Skilled workmanship is the second essential of all BIG ELI products. Every ELI Power Unit is built by a group of thoroughly competent and efficiently trained mechanics. You are not gambling with Power when you buy one of these machines from the House of ELI. They are backed by the same high standards of workmanship and the same high ideals of Quality as all BIG ELI Products.

This machine develops 16 h. p. on the belt pulley, and balances the scales at 1,285 pounds. We have them in stock, ready for immediate shipment the same day that your order is received. We will be glad to give you further information and quote prices on this machine. Write us concerning it.

Have You a Kiddie Ride?

The No. 6 Baby ELI is built for the pleasure of the kiddies. It stands 15 feet 7½ inches high, and carries 6 miniature standard BIG ELI seats; each seat with an earning capacity of 2 to 4 paid fares per trip. These seats are attractively finished in red and green.

This device is not a toy but is a genuine miniature BIG ELI Wheel. All like parts are interchangeable and it is easily erected by two men in a few hours without the help of derrick, or block and tackle.

Write for further information on this popular kiddie ride.

Eli Bridge Company

Builders of Dependable Products

Jacksonville - - - - - - Illinois

NEWS FROM THE BIG ELI FACTORY

As told by Fannie, the Watch Dog

This is my first attempt at writing a page for our magazine. If I keep it interesting the boss may let me write to you regular. I am not attempting to be funny or to make anybody sore but just write news that will interest you. If you like it let the boss know, and if you see my page next month you'll know that he still thinks I'm some editor.

Annabelle Skinner, our stenographer, says that besides her other office work she wrote 294 dictated letters during September. Did you get one of these letters? If you didn't it's your own fault. If you'd write to us occasionally you would get letters from us.

Say, the flood that visited Jacksonville, (Illinois, not Florida) on September 8th was something awful. We hope it won't ever happen again. The other day I ventured out in the shop and got lost in a big pile of gunney sacks full of something. I concluded they were sweet-potatoes, because they were all done up in sacks like sweet-potatoes come in. I was set to live on yams all winter when I heard someone say, "Ain't these malleables heavy?" Pop! went the day dream. Malleables for 1927 BIG ELI Wheels was what they were, a carload of them. 27,000 lb. and they came all sacked. Bill Lazenby and Austin McPherson unloaded them and stacked them all around the scales for weighing and checking. When Supt. Lee A. Sullivan came out and looked them over he said, "We must be goin' to have another flood. The boys are sandbagging the scales."

Henley Cain, from Roodhouse, the old home of BIG ELI Wheels, paid us a visit the other day. He wandered out among the piles of sacks and steel and lumber and then said, "Gee, they're sure doin' some business here, ain't they kid?" "Righto" I said, for they surely are. Just think, 45 new BIG ELI Wheels are being built for next year. Gee, won't the Sales Department be busy this winter? Maybe they'll ask me to help them out. You know, I work anywhere the Boss sends me. Someday I may help out the erecting crew. I hope not but you never can tell.

It seems good to have Mr. W. E. Sullivan around most every day. He has been feeling fine. The Golf-bug hit him a while back—but the weather has been so bad lately he hasn't played much. Some day I'm going out to caddy for him, then I'll tell you what kind of a game he plays.

I met Mr. R. E. Haney from Kansas City when he and a friend (I forgot his name) stopped at the BIG ELI Factory a few days ago. This was Mr. Haney's first visit to Jacksonville. He was sure pleased with our place and said it was the finest amusement factory he had ever seen. I liked Mr. Haney: he talked to me just like I was the Boss. Come again, Mr. Haney.

The other Sunday, Mr. Ben Roodhouse, our Sales Manager, answered the telephone at his home and heard a familiar voice coming over the wire. It was Manager Hal Graham of the Prairie State Amusement Company. Hal was driving through Jacksonville on his way to Carrollton, Illinois, to play the Greene County Fair. A visit of almost 2 hours was enjoyed at the BIG ELI Office. Mr. Roodhouse says Hal is the same cheerful fellow, and aside from having lost all of his teeth hasn't changed since he was here and bought his BIG ELI, three years ago. He reports that business is not so good with the Prairie State A. Co. this year.

Sylvia Meyer who handles the BIG ELI NEWS mailing list is expecting to revise it before January 1st. If you find a little pink card tucked in your copy this month, better fill it out, stamp, and mail it right now. If you don't you may miss your copy of the "NEWS" after the beginning of the New Year.

You may hear me bark from this same column next month if the Boss thinks the foregoing yipes are good enough. So Long!

The Rhyme of the Happy Ride Man

By the Office Dog

There was once a man named Sam McCann
  Who said to himself, said he,
"I want a ride that is true and tried,
  That will pile up nickels for me."
There came his way, on that fine summer day,
  A gent named Phinias Sly,
Who, from coast to coast, did heartily boast,
  Of his profitable BIG ELI.

Soon they met, for a while they set,
  Cussed and discussed the weather.
Then says Sam to the other man,
  "I've just been wonderin' whether
You'd give me facts on a ride that attracts
  A thing with quality high—
I've heard them say, most every day,
  That there's cash in a BIG ELI.

"Correct," says Sly, "I was once a guy,
  Quite in the same position,
I got the Wheel made of Bessemer Steel,
  And started on my mission.
Quite easily moved, and this has proved
  To be a feature fine.
Ride repeats, runs with full seats,
  And gets the Nickels and Dimes.

I bought it new—let me tell you—
  Now get this straight, McCann—
Made good from the start, in lot or in Park
  It was always in demand.
Now here are the facts –that Wheel *attracts*!
  I'll never regret my buy.
My bank account—no small amount;
  Was made with a BIG ELI.

So, says McCann to the second man,
  "You've given me food for thought
And I want to say—for our Midway,
  A BIG ELI will be bought.
Says Sly, "So long, you can't go wrong
  With such a profitable buy!"
"Good Luck!" says McCann, "I'm a real happy
    man,
  I'm strong for a BIG ELI."

BIG ELI NEWS

Jacksonville, Illinois December 1926

Hughey Brothers No. 12 BIG ELI

NEWS FROM THE RIDES

OUR FRONT COVER

For December BIG ELI NEWS a photograph of a No. 12 Wheel; the property of Robert Hughey and W. S. Hughey of Chicago is shown. The picture was taken in the coliseum of that city during the holidays at "The Christmas Tree Festival and Toyland Circus."

In 1916 the Hugheys first became members of the BIG ELI Family by the purchase of a No. 10 wheel. It readily placed itself in good standing with them and because it had given such complete satisfaction they soon wanted a newer model.

This second wheel a No. 12 BIG ELI was purchased in 1919. Immediately it impressed the owners with its money-making ability and gave such complete satisfaction that they resolved to purchase their third BIG ELI Wheel. Accordingly in May 1924 a No. 16 BIG ELI Wheel was sent to them. It has since been operated in Riverview Park, Des Moines, Iowa where it has been a popular device both with the public and its owners.

The No. 12 Wheel has given complete satisfaction since its purchase over seven years ago. For the past season it has played independently on the lots of the city of Chicago, but has since been booked with the E. W. Weaver attractions to play the west coast of Florida for the winter season.

Judging from the picture the riders must have received a genuine thrill when they saw the high roof of the Coliseum sweeping down at them. Whether or no, there is one fact apparent,—it takes a whale of a building to erect a No. 12 under its roof.

Mr. O. H. Hilderbrand is a new member of the BIG ELI Family having purchased a new No. 5 Wheel in July.

This wheel has not been on the road very long, but has been a money making device for its owner. Recently we received a letter from Mr. Hilderbrand stating that they had pulled into winter quarters and had enjoyed a good season with the wheel. He is optimistic in his outlook and awaits with interest the coming season of 1927.

We recently received a letter from John Lemoine who is a comparatively new meml of the BIG ELI Fraternity, having purchas his new BIG ELI No. 5 in April of this ye Mr. Lemoine is well pleased with his wh and the ELI Power Unit.

His letter reads:

Dear Sir:

Enclosed please find report for week endi October 9th. It surely is a good one. Th were 2 Ferris wheels, 5 other big rides, t you see, the BIG ELI did get good money that. Too bad a fellow has to pay out such big percentage at this fair.

I had the pleasure of meeting a Mr. W Nalley of Boston, another BIG ELI Own and also a Mr. Meeden who spoke well his BIG ELI as a money getter. As for m self, I am satisfied. The other wheel on t midway was owned by a Mr. D. Stock Michigan. It was supposed to be 21 ye old at that time and was getting good mon too. His location was better than mine I a sure.

Well, bye, bye,
Yours truly,
(signed) John C. Lemoine

Sam he used to worry, till the wrinkles on brow,
Stood like furrows in a meader, but he doesn worry now.
Sam, he's bought an ELI Unit—hooked it his jumpin' ride.
"If I hadn't bought it," says he, "I'd a worr 'till I died."

The photo reproduced here is the pict of a No. 12 BIG ELI Wheel sent to BIG E NEWS by Simon Caceres of the S. Cace Company of Merida, Yucatan, Mexico, wh has the exclusive agency for "Keds," a Uni States Rubber Company product in the t ritories of Yucatan and Campeche.

Riding Devices are used as a medium advertising for these products and this co pany utilizes a BIG ELI Wheel, Carrous Airplane Swing and Whip. The BIG E No. 12 shown was shipped to Mr. Caceres New York and thence by steamer to its p of destination.

S. Caceres' No. 12 BIG ELI in Mexico

Recently we received a letter from Mr. Caceres in which he states some interesting facts concerning the Rueda De La Fortuna, the Spanish name for BIG ELI Wheels. A portion of his letter follows.

"Without any boasting I have great pleasure in telling you that with all my Apparatus the one most pleasing, most talked about and most satisfactory, is the Wheel of Fortune. It costs the least to operate, is the most beautiful and majestic and when there are many people about it brings the money."

Mr. Caceres also informs us that his rides are doing well considering the unnatural state of affairs in that country due to the religious conflict. He is optimistic however, and looks forward to better business when this condition will have been changed.

When better women are built, Zeigfield will bill them. Rice Owl

For the man who is looking for a real money making device; one that has the drawing power and popularity; it would be well for him to look over the following report taken from a No. 5 BIG ELI Wheel.

Day	Amount	Weather
Monday, Oct. 4,	$175.30	Fair
Tuesday, Oct. 5	50.35	Rain
Wednesday, Oct. 6	18.30	Rain
Thursday, Oct. 7	128.60	Fair
Friday, Oct. 8	151.70	Fair
Saturday, Oct. 9	143.40	Fair
Total	$ 667.65	

The wheel making this amount was located in an eastern city and was a new 1926 model.

When it rains all that has to be done to the BIG ELI is to slip the seat covers in place and let it pour. When it stops the covers may be easily removed and the Wheel is ready to go again. For the man who is looking for a ride with a constant dividend earning ability under the most trying circumstances, there is nothing like a BIG ELI.

It is better to decide between our friends than our enemies; for one of your friends will most likely become your enemy; but on the other hand, one of your enemies will probably become your friend.

Are you happy? Independent?
Got some money? Want to spend it?
Need advice? Yes! Well—invest,
In an ELI WHEEL—it's best.

CONSCIENCE

A preacher said to his congregation, "There is a certain man among us who is going with another man's wife. Unless he puts five dollars in the collection box, his name will be read from the pulpit."

When the box came in there were nineteen five dollar bills and a two dollar bill with a note pinned to it saying, "This is all the cash I have, but will send the other three dollars Wednesday."

The James W. Bowe Children

Here are three of the important members of the J. W. Bowe family of Avalon Park, Chicago, Illinois. A new member of this same family is Baby Carlotta May born August 31st this year.

James W. and Mrs. Bowe are owners of several riding devices including two No. 5 BIG ELI Wheels. Here is what J. W. says about the children in a recent letter.

"Marion is almost 7 years of age (Marion has the long curls) Kathryn is 5, (Notice her good humor) and Jimmie Junior will be 4 in March. When I am at home, Jimmie is never a foot away from me. I think he is going to be a BIG ELI Operator as he is always playing with tools and fixing engines.

"Mrs. Bowe and the new baby Carlotta May are getting along first rate, she is the happiest and the healthiest baby we have had."

James W. Bowe, Senior has recently been through the hospital and an operation. At this writing we are glad to report his health much improved.

The following comment was recently re ceived from Mr. W. A. Gibbs, owner of a BI ELI No. 5, of Erie, Kansas, who is also th owner and manager of his own amusemen enterprise, the W. A. Gibbs Attractions whic have for the past season been playing in central western state. The wheel is a 192 Model, equipped with an ELI Power Unit an a Harrington Calliope.

A portion of his letter reads as follows, "W had a very good season, I guess better tha some others. From the reports I have re ceived the BIG ELI as usual came in a bi winner, and the Power Unit is running lik new. This makes five seasons for it. I may sound unreasonable, but in the five yea we have never lost a moment except fro broken fan belt and spark-plugs."

Mr. Gibbs stated that he visited the Ro Gray Shows No. 2 while they were playin in the South, and although it was a cool nigh when they were visiting, the BIG ELI wa topping the rides at 15c per ticket.

The Gibbs Shows are stored for the winte at Neosho, Missouri. Incidentally the Gibb family intend to spend the winter in Texas.

This lengthy member of the Indian verna cular reached the office from Massachusett It is the name of one of the large and popula lakes in that state. Here its is—Chargogg gogamaunchaugagoggchaubunagungamaugg.

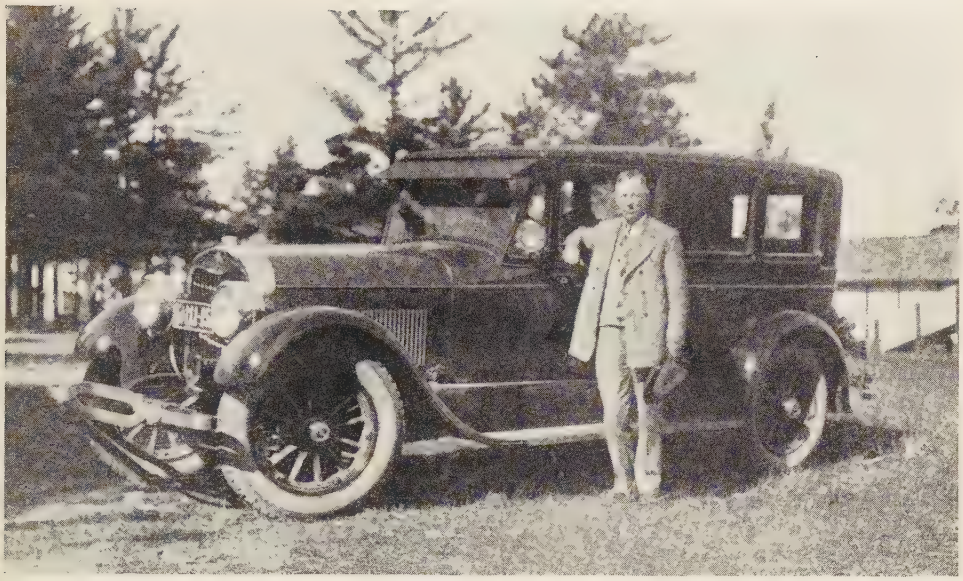
If any of our readers can say it withou wrapping his jaw bone around his tonsil we'll print his photograph and give him th glory he deserves. As for us, we got only t the second "gagogg" and gave it up as a bu job. You try it.

WRONG INSTRUMENT

Jockey: "Say, niggah! Hold de stop wat on me while I runs dis greased lightnin' arou de track?"

Tout: "Yo' can't time 'at horse with m watch, boy. Yo' needs a calendar."

There was a young man named B. Bender
As a rule, he had no legal tender,
But a BIG ELI he bought,
So much money it brought,
He said, "Gosh, where in heck will I sper
'er."



F. L. Flack and his new Lincoln Sedan

Well, boys, there's a lot of satisfaction in knowing that Old Man Prosperity has locked arms with some one in the Show Business this year.

F. L. Flack of the Northwestern Shows sent along one of his friendly letters the other day that as usual contained some of his very interesting photographs.

What interested us most, however, was a picture of himself with a brand new 1927 Model Lincoln Sedan as a background. F. L. was smiling and I guess it's no wonder, for if we had a new car with the dimensions of a Lincoln we'd smile too.

At any rate that sedan looks so good that we all hope Mr. Flack will show a generous streak and take us for a little buggy ride if he happens to come to Jacksonville in the near future.

Yes, sir, Mr. Flack we're hoping we can say, "Thanks for the Buggy ride."

The mind ought sometimes to be amused that it might better return to thought and to itself.

High and low, far and wide they all like the ELI Power Unit. We have many testimonials such as the one given here, and from all parts of the world where Power Units are being used for the operation of portable riding devices come commendations of reliability and economy.

From West Helena, Arkansas hails this one:

To BIG ELI NEWS

I received the copy of the NEWS and sure was glad to get it. I have read it through and am very interested; I think it is a wonderful magazine. I have been a BIG ELI operator for six years, and I think the 1926 model is the best and the ELI Power Unit is wonderful. I have used many old motors and tractors, but the ELI Power Unit beats them all. I have also operated the Conderman Wheel, but the ELI is the winner of them all.

Yours very truly,
James L. Reed,
% Rice Bros. Shows.

Wherever they are used, they never fail to draw favorable comment, and in many cases, their service and operation have been such that ride owners have standardized on ELI Power Units.

PARK DEPARTMENT

For the December Park Department of BIG ELI NEWS we are showing a picture of a BIG ELI No. 12, the property of W. O. Lord, operated for the past season in Lakewood Park, Barnesville, Pennsylvania. Mr. Lord is the owner of a skating rink and a Custer ride, also located in the park. In a recent letter he states that the wheel has been stored for the winter and that he has also closed his rink. He informs us that he will operate a winter rink, this latter enterprise being located at Dooleyville, Mount Carmel, Pennsylvania.

The wheel here shown was shipped to Mr. Lord on May 20, 1925 to East Mahonay, Pennsylvania. Power equipment is the ELI Power Unit. Special equipment is a six-point electric star with red and blue lights and an enclosed ticket box.

W. O. Lord's No. 12 BIG ELI Wheel

Mr. Lord is one of the younger members of the BIG ELI Family and is justly proud of his BIG ELI and the Power Unit. In a communication about them the writer states "The good old ELI Unit is running great! It sure is some engine and I appreciate the advice you gave me before I bought the outfit."

BIG ELI Wheel No. 12
at Redondo Beach, Wash.

We are showing a picture of another BIG ELI No. 12 used as a Park Wheel at Redondo Beach Tacoma, Washington. It is the property of Mr. Charles A. Zeigler of that city and was shipped to him on June 6th, 1925 and reached Tacoma on June 16th.

Mr. Zeigler is keen in his praise of the BIG ELI Wheel and Power Unit. In a letter regarding them he states, "I am coming along with the Wheel fine, everything working good. The engine does nothing but run and I am more than pleased with it."

BIG ELI TALKS

By the Sales Manager

Last month we gave you three week's reports on a No. 5 BIG ELI Wheel in Central West and Southern territory. This month, I want to tell you about three No. 5 BIG ELI Wheels and give you the seasons' totals, number of weeks, and the average receipts per week on these BIG ELI Wheels.

These reports are not the largest we have in our files. We could pick out some much larger season's reports but we want to give you the average business in various locations. So we have picked one No. 5 BIG ELI in Central and Southwestern territory, a second in Atlantic Coast States and a third in Northwestern territory to prove to you that the BIG ELI is a popular ride wherever located.

This report comes from Central West and Southwestern States, a total of $6117.60 for 26 weeks. An average of $235.28 per week. This owner operates his own Amusement Company and 1926 is not the biggest season of his experience.

Here is a report for 22 weeks in Atlantic Coast States, a No. 5 BIG ELI, gross receipts $6435.67, an average per week of $292.53. This owner operates two rides with a Traveling Amusement Organization having his Wheel and Merry-go-round booked on the Show.

A No. 5 BIG ELI in Action

The third report comes from Northwestern territory, a No. 5 BIG ELI working for 18 weeks with a total of $5495.55. An average per week of $305.30. This owner played independent celebrations throughout the 1926 season.

As I have told you we can take reports from our files that far exceed these in gross receipts, but this is an average season's work of three BIG ELI Wheels in widely different territories, during this season which in many ways has not been normal.

We realize among hundreds of readers of BIG ELI NEWS there are those who are skeptical about big receipts as published from time to time. All reports printed are verified before they are published in BIG ELI NEWS. If you doubt the ability of the BIG ELI Wheel to earn large receipts such as reported in November BIG ELI NEWS we are in position to give you sworn statements from many BIG ELI Owners who will tell you from experience that their Wheels have earned Big Money.

We will do more than that. Being absolutely sure of the ability of the BIG ELI as a money getter, if one of these wheels is not capable of earning receipts such as reported in the November and this issue of BIG ELI NEWS, in a day, week or season's time, we are ready to give the challenger a latest model No. 5 BIG ELI Wheel without one cent of investment on his part. No, we are not giving BIG ELI Wheels away, but are sure of our ground and know that the BIG ELI is a popular ride, will get big money under favorable conditions, and we have no hesitancy in making this offer to anyone who can prove our statements groundless.

Yours for the BIG ELI,

Ben O. Goodhouse

Sales Manager.

BIG ELI NEWS

Volume 11 No. 12

A monthly magazine for the benefit of those interested in the riding device business. For ten years, this magazine was called The OPTIMIST. Now there is nothing new but the name. BIG ELI is our registered trade mark, hence, BIG ELI NEWS is protected by the use of the word: BIG ELI. The magazine, supporting clean amusements, published in the interest of ELI BRIDGE COMPANY, of Jacksonville, Ill., U. S. A. Builders of the Famous BIG ELI Wheel.

W. E. SULLIVAN.....President
LEE A. SULLIVAN.....Secretary-Treasurer
BEN O. ROODHOUSE.....Sales Manager

THE COMMON TIE

Well, fellows, there has been much written and said concerning the things that are needed to become truly great like Julius Caesar, Abraham Lincoln or Theodore Roosevelt. But when all qualities are put in a sack and trounced well there is one that can walk out on its own power and show reason for such action. Of the things spelling success in this life none speak louder than a hearty smile, a warm handshake and a fraternal, "How are you, Bill? Folks all well?" It's the master key to many a lock on the door of friendship.

Theodore Roosevelt possessed a smile that was felt around the world. He could out grin a laughing hyena. And the same smile was the Punch behind his Big Stick Policy. It was the power of his career.

Men of might; men from the sea; men from the dirt; tanned "He" men from the winds of the south-west; big-sticks in the north-west lumber game; hill-farmers; senators; rough-riders; stock-brokers; hog-raisers; whale-fishers; millionaires, mail-carriers, street-car conductors and steamboat-captains were all held within the same plane of good-will and equality.

It made no difference whether the caller a the White House could bend Wall street o whether he was a well bearded son of the soi trying to raise a mortgage where an ordinar success couldn't raise a mustache. Teddy met him with a glad hand and a warm an hearty, "How are you Bill? Folks all well?" That is one of the fine things that mad Roosevelt great and respected of all morta men. He showed a personal interest in hi callers; and though superior, was a geniu at making all classes feel at ease in his pre sence.

Now, boys, there are few of us who wil ever attain half the greatness of Theodor Roosevelt. Although his body lies under th green sod of New York State, we can ye take courage from this man's great principle of brotherly love and equality.

Smile, boys, smile!

A smile means the same in all languages Be his color black, brown or yellow, be hi clothing grass; polar-bear skin; banana leaf or parrot feathers, if he smiles it is his way o saying, "How are you Bill? Folks all well?" You can't buy a heart felt smile—they've go to be given away. A smile is the buying price of good-will. Dollars and cents can' reach it.

Boys, there is a plane of equality betwee all. Death brings all mankind to a common level. Some soar to the moon in their brigh career of life—yet he gets only his six foot o earth in the finish. The beggar is buried as deep as the millionaire.

We're all plain folks under the skin. Every body's tires blow out; all people's kids ea green apples and suffer with cholera morbus All are subject to taxes, tariff, traffic-cops an tonsilitis. Nobody can tune out static o the radio. Nobody can keep their shoe from wearing. We've all got a lot in common

Yet, "How are you Bill? Folks all well?" is a far greater tie. It is the common tie between man and his fellow men.

AS 1926 comes to a close our magazine will have rounded out one year under the title, BIG ELI NEWS. For ten years beginning with January 1916 to the close of 1925 it went by the name of "THE OPTIMIST." Although in 1925 we were obliged to forfeit the rights to this title to a publication older than our own; the policy has not been changed, for it is equally as well flavored with Optimism as it was in 1916.

With this issue we bring to an end Volume 11 of our magazine.

We wish here to express our appreciation for the kindly interest our readers have manifested in the past year, for their splendid cooperation and for the many friendly letters, the photographs and contributions we have received. Without this spirit of cooperation it would not be possible for us to carry on.

What ever the past twelve months has held in disappointment or sorrow, let that fade with the dying year. Remember only the moments of true happiness and hope and with a new faith face into the coming year. It is rich in its opportunities for success and happiness; it offers a wealth of good-will; a fortune of friendships.

At the end of the trail of 1926 we extend to our many readers our sincere hopes that the holiday spirit will bestow upon each and every one of you Peace and Plenty. May your Christmastide be a time of happy rejoicing and the new year bring you a full measure of Health and abundant Prosperity.

Hoping that we may enjoy the privilege of a continuance of this friendly spirit of good will, I am,

Sincerely yours,

The Editor.

THE ARISTOCRAT

Since the time that the first BIG ELI Wheel was put into operation in the year 1900 there has been a steadily increasing need for this type of riding device. New models have been developed to meet the varied demands of the Outdoor Amusement Business. Time and necessity created a demand for a wheel even larger than the No. 12. The Aristocrat, BIG ELI No. 16 was originated to fill a need for a large Park machine.

Of the demands made upon a riding device none are more stressing than those of transportation and operation. The life of any type of machine depends upon the materials used and the treatment it receives while in operation. If these are unnatural the device quickly deteriorates. Hard usage is the heritage of riding devices.

The ELI BRIDGE COMPANY realized this many years ago and have standardized on the policy of using nothing but the best of materials. The machine produced as a result of this principle has established its own enviable reputation for long life and durability through trying circumstances. The fact that the first BIG ELI Wheel ever built is running yet, stands as a working testimonial to the high grade of materials used in its construction.

The manufacturers of BIG ELI products have not been conservative with either time or money in the development of these machines.

To the prospective purchaser there is always the question of the popularity of the device he is considering.

We can with emphasis declare that the No. 16 Wheel is one of the most popular riding devices built. This is not a statement of speculation; but the result of accurate observation. The BIG ELI Wheel is first distinctive in that it is a genuinely vertical ride. This appeals to the public because of its variation from the other types of riding devices. Being a ride of smooth operation it starts easily, runs smoothly, stops without jars and jerks, and does not leave such unpleasant sensations as sea-sickness or dizziness. This quality is what makes the ride a "repeater." Its sturdy construction gives confidence to the patrons, the flashy, beautifully decorated seats are pleasing to the eye. In its ability to give pleasure seekers a pleasant and enjoyable ride, the BIG ELI Wheel has no competitor.

From earning power consideration, the No. 16 is again in a class of its own. Carrying four more seats than either the No. 5 or the No. 12 Wheel, it has one fourth more earning capacity; seating from 32 to 48 riders per trip. 64 patrons have been known to ride this wheel at one time.

The BIG ELI Patented Safety Seats are constructed so that they carry the rider to the very top of the structure. From this position his view is not obstructed, as the level of his vision is above any part of the device. At one time closed cars were used on BIG ELI wheels but have since been discontinued because they are unpopular with the public.

The Aristocrat, No. 16 stands 55 feet 2¾ inches high from the base to the uppermost part of the wheel. It is the largest portable model Ferris Wheel that can be purchased today, and incidentally the quickest and the easiest of all riding devices to erect or take down. With the directions that accompany each wheel it is entirely possible to set it up without the aid of an expert mechanic.

Although designed for use in permanent amusement locations, there is nothing to prevent its being used as a portable ride. The manufacturers have simplified its structure and made this big wheel as easy to erect as the smaller models. Like parts are standardized; fitting any place where a part of its kind is to be used. No numbered pieces or bolts to keep tab on. The manner in which this giant wheel rises from the ground is nothing less than amazing.

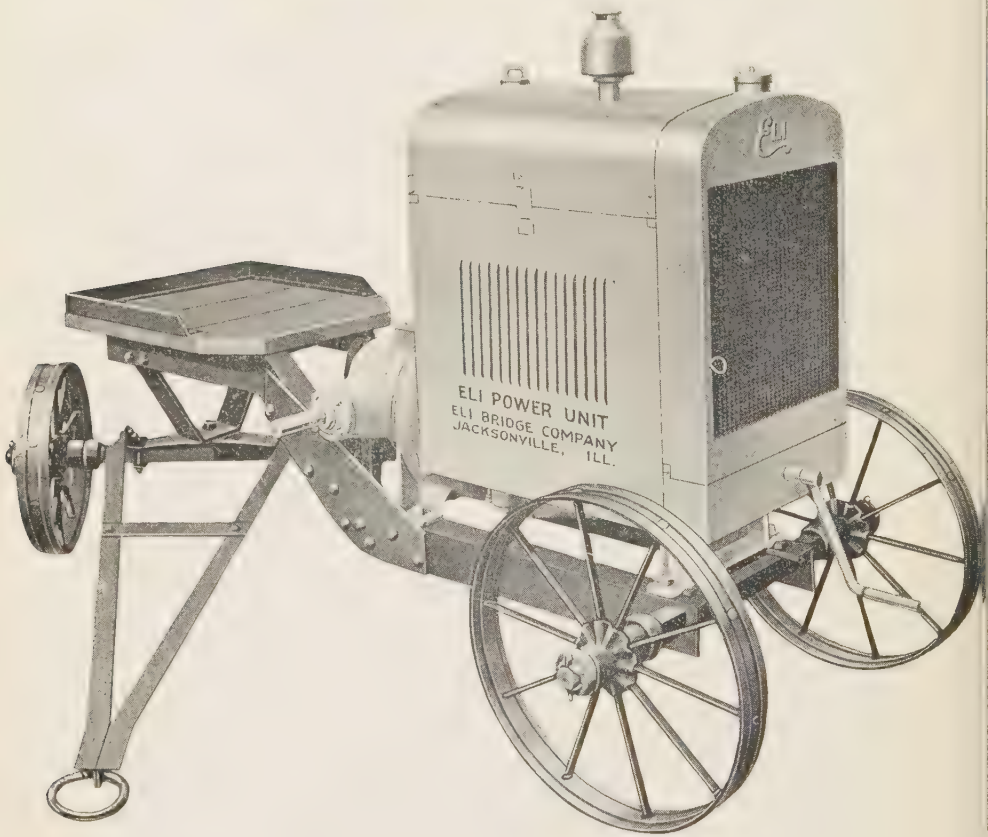
All BIG ELI Wheels are shipped complete ready for erection and operation. The equipment includes all necessary ropes, blocks and tackle; loading platform; ticket-box; driving belt; necessary crates and boxes; a substantial tool box and all tools needed for the proper erection and operation of the wheel.

The weight of the No. 16, without power, is 16,888 lbs.

Let us tell you more about the earning power, popularity and durability of the BIG ELI No. 16. We will be glad to give you further information and quote prices.

WORRY KILLS – and you're a long time dead. Peace Insurance is an inborn virtue of all ELI Power Units. Saves time; stops trouble; ceases worry.
RELIABLE! PROFITABLE! ECONOMICAL!
PUT IT TO WORK FOR YOU!
ELI BRIDGE COMPANY
Builders of Dependable Products
Jacksonville Illinois

The 1927 Model ELI Power Unit



Every person who has in the current of his existence confronted old man Worry, eye to eye knows that he is a galling party to gaze upon. We each face him in more than a dozen ways and for all time to come the old rap-scallion will have his hand in the deal as sure as bad weather and taxes. He gains his entrance through a loophole unguarded, and his presence is not so much a result of his own art as of neglect on the part of those whose company he has entered.

Trouble and Worry are old cronies of time-tried cussedness; oft found in the same bunk, wrapped in the same blanket. Dismiss one and you dismiss the other. Trouble follows Worry—Worry trails Trouble.

He isn't much of a fighter; slinks at the speculation of a struggle—a worthless old spoiler who tries to keep in the best of company. The grub of his existence is only ou pure Neglect. Neglect!

How many of us are subject to the havoc of that double dealing old reprobate, Neglect He steals our health; kidnaps our Happiness plunders our purse, eludes our caution; cor rupts our commerce, enrages our commo sense.

You, Mr. Ride Owner are no less subjec to these attacks of trouble and worry tha any other human being. Worry is the thor in the side of your progress. No person i entirely free from it. You know full well th strain on nerves and the tax on temper tha follows a round with a poor Power Unit.

It is not possible to buy Peace Insuranc by paying a small principal, but it is possibl to enter an era of prosperity and freedom b hooking your ride to a thoroughly reliabl

power element. It is one experience to twist on your power unit till you have exhausted the reservoirs of patience, perspiration and profanity and a far different one to have it start at the first attempt.

The man who has invested his funds in an ELI Power Unit has nothing to fear from these ravages of old man Trouble and his renegade twin, Worry.

When you purchase one of these machines you have also the priceless assurance that you are equipped with power that can be relied upon. Those who have purchased them have given substantial and unsolicited testimonials to this one virtue alone. When they bought the ELI Power Unit they had faith that it would do all that the manufacturers claimed for it. In many cases it has done even more. These people witnessed the end of poor power when they discarded their old units and invested in one with the ELI trademark. They were utterly reliable.

The time tried ride owner knows that reliable power is the great essential of riding device success. *Reliable power* not only means dollars and cents, but it often spells the difference between success and failure.

The ELI Power Unit *is reliable.*

Send us an inquiry and we will gladly give you further information and quote you prices on this reliable little machine that has been the friend of many Ride Owners.

How About A Kiddie Ride?

The No. 6 Baby ELI Wheel is built only for the kiddies. It stands 15 feet 7½ inches high; carries 6 standard miniature BIG ELI Seats beautifully finished in red and green; each seat with an earning capacity of 2 to 4 paid fares per trip.

This device is by no means a toy, but is indeed a genuine miniature BIG ELI Wheel. Materials used in its construction are the best available. All like parts are interchangeable, and it may quickly be erected in a few hours by two men without the aid of derrick, block or tackle.

The popularity of the Baby ELI Wheel is amazing; where ever it is operated it finds many admirers and never fails to pay a substantial dividend.

ELI BRIDGE COMPANY
Builders of Dependable Products

Jacksonville Illinois

How Many Do You Want?

23-watt Street Railway Type Electric lamps. That rugged lamp used as regular equipment on all BIG ELI Wheels.

Look at these prices!

Per case of 120 - - - - -$24.00

F. O. B. Jacksonville, Illinois

Don't delay——order today!

ELI BRIDGE COMPANY

Jacksonville Illinois

To Our Readers

BIG ELI NEWS is sent to you free. We want every ride owner in the business to be a regular reader. If you find a pink card in the pages of this issue it means that your subscription needs renewing. Fill it out, stamp and mail it to us, then you will be assured of getting this magazine for the coming year without the inconvenience of interruption.

We thank you for your interest in BIG ELI NEWS.

The Editor.

NEWS FROM THE BIG ELI FACTORY

As told by Fannie, the Watch Dog

Fifth Annual BIG ELI Banquet

Look long and lingerin' because you'll be sorry you were not there. You guessed it, the fifth annual BIG ELI Banquet held on the evening of November 4th at the American Legion Home in Jacksonville. Mr. and Mrs. W. E. Sullivan, Mr. and Mrs. Lee A. Sullivan and Miss Leta Sullivan were guests of the employees. Thirty seven were present.

We had a real time and how we did eat. Roast duck, mashed potatoes, hot rolls, coffee, ice cream and a number of so ons and so 4ths, but no stomachaches. The committee heeded the Boy Scout motto, and Doctor Duncan, the BIG ELI Family physician was there as a special guest. Safety first, you know.

After the feed the Family sang a song, heard a reading, trombone solo, saw chalk-art, black-face comedy, piano solo, more black-face that smacked of socks and soap-suds and then the address of the evening. It was delivered by Dr. M. L. Pontius of the Central Christian Church and was well received.

After this we went home, sorry that it was over. Yes, you missed something.

We feel like singin', "That's all, There Ain't any More," about those BIG ELI Wheels for 1926. The last one has left the factory by fast freight, headed for Jacksonville, Florida.

But there'll be plenty more as 45 new Wheels are being built for next season. You'll have a chance at one if you don't wait too long because those BIG ELI'S are as popular as buckwheat cakes in a lumber camp on a frosty mornin'.

The miniature BIG ELI Wheel is back from the platers looking fine in a new coat of bright nickel. It is a delicate piece of work and was made in the BIG ELI Factory. It is a faithful reproduction of a No. 5 wheel, made one-eighth natural size and will be on exhibit at the N. A. A. P. convention at Chicago in December.

The other morning Mr. Rimbey of the Advertising Department was missing. He came to work at noon looking pale. He won't admit it but I think he smoked too many election cigars and they put him under.

So long, see you in this column next month.

ELI POWER UNIT

For 1927

You can make no mistake by placing your money in an ELI Power Unit.

Their operation is dependable. Their fuel needs are economical. Their good performance is constant. Their durability is inbuilt.

For the successful operation of any portable ride, they are readily recommended. They have a merited reputation for reliable service.

What the ELI Power Unit has done for others, it can also do for you.